

THE

QUILL

October, 1959

Newspaper
Of the Future

Page 8

Right to Know
In Maine

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Crime News
Down Under

Page 12



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CARTOONIST OF THE MONTH

Two Sigma Delta Chi awards for cartooning have been won by John R. Fischetti, whose cartoon appears on the editorial page of this issue. He received the award in 1953 and in 1955 and in addition he has won the National Headliners' Club medal and the National Safety Council award. Fischetti has been the editorial cartoonist for *NEA Service* since 1950 and is a contributor to *Punch* magazine. He served three and a half years in the Army in World War II and for the last year of his service was on the staff of *The Stars and Stripes*. He has worked for the old *Chicago Sun* and for the *New York Herald Tribune*. He is married, has two sons and lives in Cos Cob, Conn.



John R. Fischetti

Fischetti has been the editorial cartoonist for *NEA Service* since 1950 and is a contributor to *Punch* magazine. He served three and a half years in the Army in World War II and for the last year of his service was on the staff of *The Stars and Stripes*. He has worked for the old *Chicago Sun* and for the *New York Herald Tribune*. He is married, has two sons and lives in Cos Cob, Conn.

THE QUILL for October, 1959

NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT, ENERGY, TRUTH"

THE QUILL

A Magazine for Journalists—Founded 1912

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OCTOBER, 1959—Vol. XLVII, No. 10

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On the Cover: Reporter-photographer Henry Magnuson of Station WCSH-TV, Portland, Maine, shoots an action film from the Senate rostrum of the Maine Legislature. Watching are Robert M. Crocker, at left, State House correspondent for the Associated Press, and Jack O'Brien, bureau manager for United Press International.

LOOK FOR IT NEXT MONTH

FIFTIETH ANNIVERSARY ISSUE

SPECIAL ARTICLES

SPECIAL FEATURES

SPECIAL PICTURES

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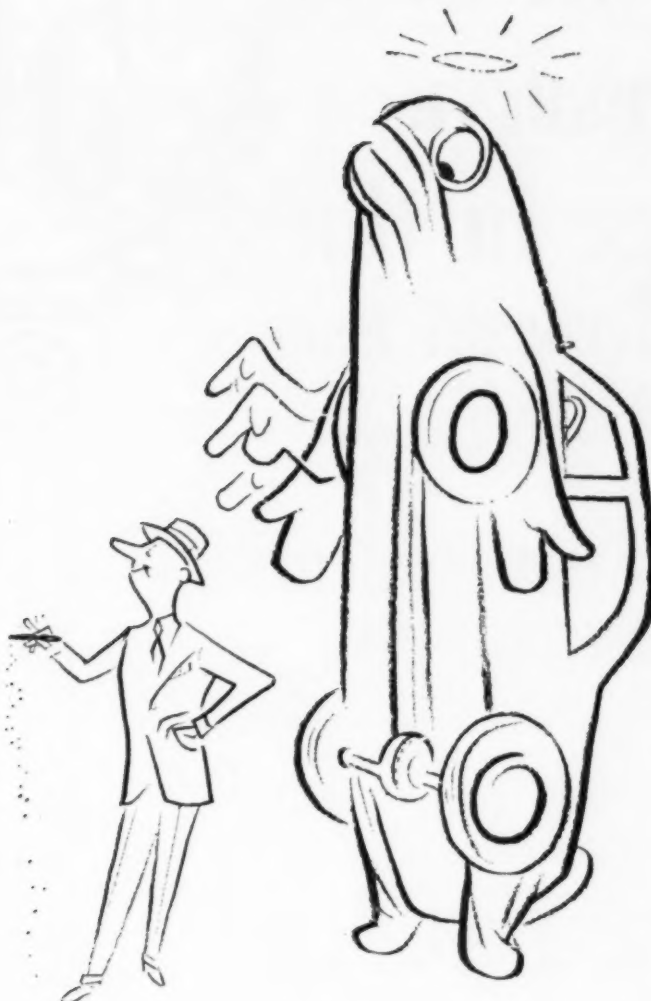
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Last year, as in every year, an overwhelming majority of vehicles in accidents were in good condition before the accidents happened. These crashes were not the fault of the brakes or the lights or the steering wheel. They were the fault of the drivers.

Careful maintenance is important, of course. But regardless of their condition, cars must be under careful control. Autos are not reckless, thoughtless, or inattentive. Drivers are.

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The Travelers Insurance Companies Hartford, Connecticut

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THE

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November
1959

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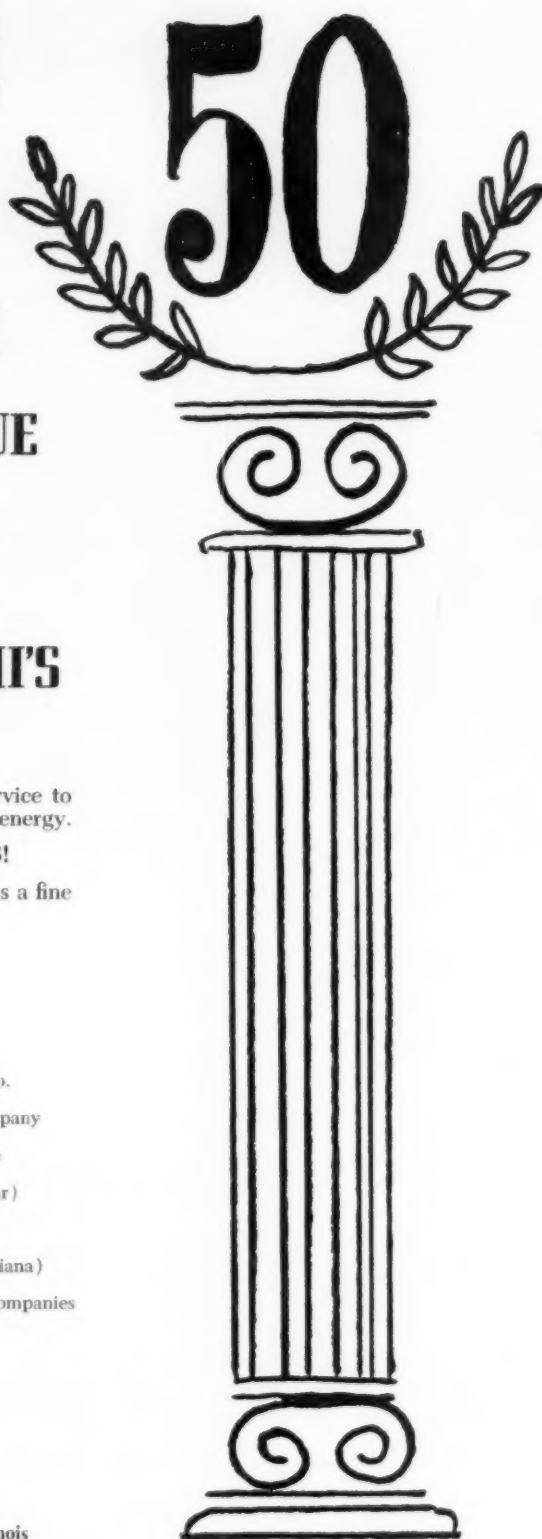
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EDITORIALS

The Future's Portal

SIGMA DELTA CHI's golden anniversary year is a logical time to speculate on the future, as Gene Balliett does in this issue. It is intriguing to try to guess what newspapers will be like a half century hence; what will be their acceptance in competition with the news magazines and the television news programs of the Twenty-first Century, and what breed of reporters and editors will serve them.

The pessimists have been waiting to write the obituary of the newspaper for as long as we can remember. There are not as many newspapers today, but those that survive have larger circulations than any of their predecessors. Neither radio nor television news thus far has affected their survival, though both have forced some changes upon the press. Even our editorial pages, once compared with the dodo bird, have demonstrated a remarkable vitality.

It may even be that it is the newspaper's continued position as the primary purveyor of news that is its own greatest drawback. For undoubtedly it is the success of the press which has made most newspapers prone to stick to the time-tested format, method of news presentation and editorial policies. Some of our most successful newspapers retain the make-up they have used for most of the last half century and the editors of those papers insist that the readers prefer their papers to be as conservative as the make-up.

- Some predictions for the future are easy to project. The time is not too far off when some reporters at least will wear space suits and send back firsthand accounts of life on the Moon or Mars. Newspaper readers have already been shown pictures of how the earth looks from a camera several hundred miles out in space. Interplanetary coverage is one of the inevitable developments of our own generation.

What will happen to the huge Sunday papers of the Mid-Twentieth Century? It is in this area that the next few years may see some of the most drastic changes, both in format and in subject matter as well as in size.

Mr. Balliett suggests some other changes worthy of study. There is no doubt that newspapers must offer a product easier to read and to understand. It has long been obvious that the old-fashioned formula for news writing needs new life and freshness. We have begun to make progress toward this goal. We need more reporting in depth and more objective interpretation of the news. We need to make our papers easier to read and to present the news in a more orderly fashion. As he points out, the news magazines have shown the way.

- One of the changes I suspect most pros will argue about is in the number of newspapers available to readers in the future. There seems to be little doubt that we are on the threshold of a new era in printing methods. The era of cold type and offset printing can make it possible for more newspapers to operate with financial security in both the weekly and the daily field. When this development comes, it will be a good thing for the press and for the public.

These are but a few of the intriguing questions about the future. No one knows the answers—but what kind of newspapers we shall have in the next half century depends upon how soon we begin to discover them.



Drawn by John R. Fischetti, NEA Service

Journalism's Infantryman

Police Reporters

EVERY reporter needs to spend some time on the police beat to round out his education. There is no assignment in the book which can give him as prompt or thorough a grounding in the seamy side of life. In my own newsroom days the police reporter was the workhorse of the staff, and sometimes the glamor boy. Newspapers then paid more attention to crime news than they do today and a good share of the day's local news came from this beat.

Police reporting does not vary much from one year to another, or from one country to another, as W. Sprague Holden points out. The only difference is that today we tend to pay less attention to routine crime and sometimes we do point a spotlight at the causes of crime as well as their commission. The work of some of the New York newspapers in focusing attention on the teen-age crime problem is an example.

- One of the lessons I learned long ago is that there is a direct relationship between good police reporting and the crime rate. Any newspaper which neglects it encourages a prompt rise in its city's crimes. Police reporting need not be sensational, but it should be thorough. This relationship is a fact the reformers who insist crime news should be ignored inevitably overlook.

The police beat is no longer a coveted assignment. But for the newspaperman who wants to know what makes his community tick and to understand human frailty it is a rich and rewarding experience.

CHARLES C. CLAYTON

Newspaper of the Future

By GENE BALLIETT

BE they good, bad, or indifferent, newspapers probably will continue to exist almost forever, whether they deserve to exist or not. Existence for many will mean subsistence. The successful few will have done something new.

In the doing, the successful few will have recognized their chief competitor—the time the reader is willing to give to reading a newspaper—and will have acted accordingly and boldly.

They will have scrapped their traditional, helter-skelter, we'll-hide-it-and-you-try-to-find-it method of presenting the hard news of the day. They will have learned to package their meat and potatoes—the hard news—with the sensibility they have traditionally given to grouping the frothy frappes—the comics, the social notes, the sporting notices, the what-all. They will have taken advantage of television news coverage and news magazine reporting and writing techniques.

● In writing the hard news the successful few will have undergone a marked change in attitude. They will have recognized the intangible for its importance in relation to the tangible. They will have awakened to the existence of motives and desires, to the strengths and weaknesses of principle, ambition, ethic and intent that give meaning and understanding to the mere occurrence of a tangible event.

The future news story always will reflect an understanding that events themselves are but the smallest portion of the whole story; that the readily seen exterior of a house is much less the story of a home than are the reasons behind whatever is taking place inside.

The successful few will do much more than add sensible grouping and "depth" coverage.

Many will write and present every worthwhile story as many as three times. First, they will give it headlined, page-one treatment of seventy-

five to three hundred words, and put every spot news story of the day on page one.

Second, they will capsule each page-one story (and several insiders as well) into a crisp sentence or two in an effort to give that much, at least, to the subscriber who is late to work or who begrudgingly tends to his newspaper only during television commercials.

● Third, they will add to each of these shallow presentations reference to the page where the reader who cares can find full "depth" coverage of the item for which his interest has been whetted.

The successful few will have changed their way of doing things. They will have stepped from tradition in order to have grouped, "advertised," reported and explained their news of the day.

Why the bother?

Because they will have had no choice, except that of doubt for continued existence; because they will have awakened to the nature of the danger being presented by television and, more importantly, the news magazines.

BEHIND THE BYLINE

Gene Balliett has been on the staff of the Cincinnati, Ohio, *Enquirer* since 1956 and is now assistant news editor. Before joining the *Enquirer*, he was a reporter-photographer for the Hamilton, Ohio, *Journal News*. From 1950 to 1953 he served in the United States Air Force. He attended the Armed Forces Information School and was the first editor of *The Mile Post*, a military-civilian weekly newspaper and the forerunner of the *Friendly Times* at Eielson Air Force Base near Fairbanks, Alaska. Balliett was graduated from Ohio State University, having earned his A.B. degree in twenty-four months. He is a member of Sigma Delta Chi.

Television, if exploited, can become the greatest boon to daily news publication since the invention of the rotary press and the Linotype. TV is creating an unheard-of interest in the world's occurrences; yet, it is impossible for TV to satisfy the demand it is creating. This is simply a matter of the spoken word versus the printed word.

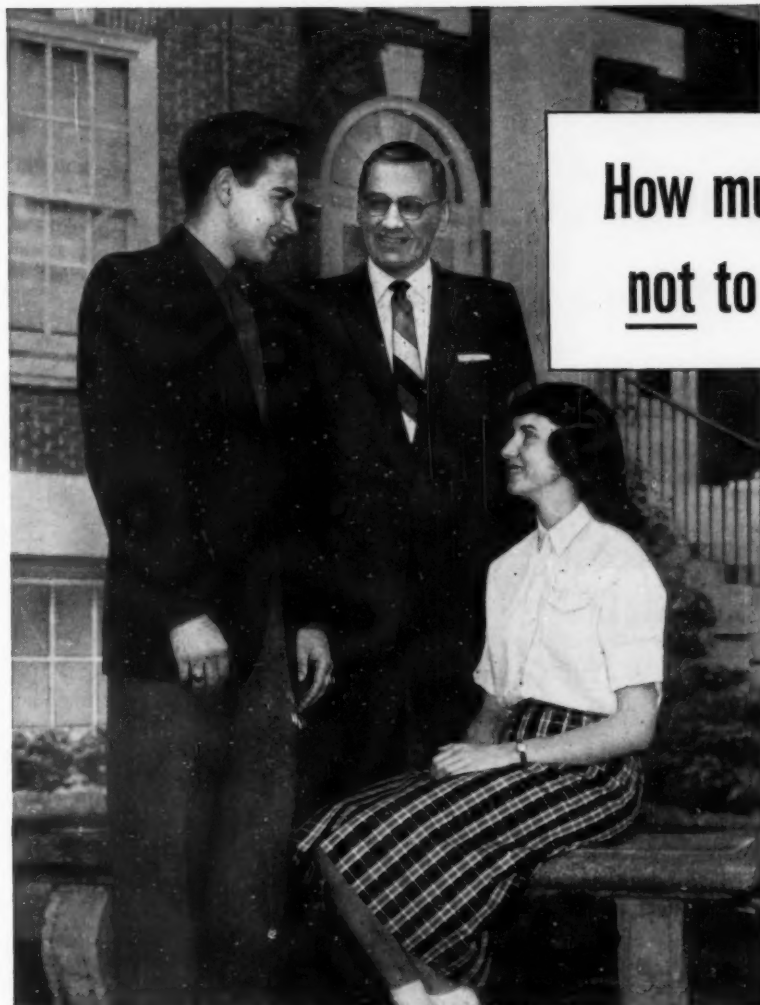
Dr. Ralph G. Nichols and others at the University of Minnesota have taken a long, hard look at the matter of the spoken word. They have found that the average person can remember only half of what he has heard, and that he forgets from a half to a third of this within eight hours.

● In short, television's spoken word cannot compete with the newspaper's printed word—unless the newspaper is too slow to step up and make capital of its advantage. The newspaper can ill afford to thwart the growing demand for information by continuing its tradition of dull, shallow straight-news reporting, of bad writing, or helter-skelter presentation. If tomorrow's newspaper cannot present complete, readily found hard news, the would-be reader will give up, throw away his leisure time to the late-late show, and catch up on current events when his weekly news magazine arrives.

Take a look, then, at the news magazines. The mere fact that they are published but weekly jams them into an obvious competitive hole. Yet, their circulations are growing spectacularly, which substantiates all that we have been trying to say here:

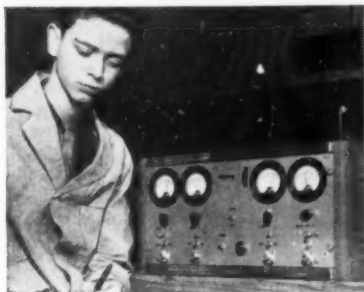
that the popularity of printed news is booming;
that the interest in news itself is booming;
that increasing numbers of readers are discovering they can keep themselves better informed of the world's events on a weekly basis than they can by struggling through

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It's a familiar sight at Calvin College, Grand Rapids, Michigan, to see the school's president, Dr. William Spoelhof, chatting with students. Shown here with him are Wilma L. Hagedorn of Midland Park, New Jersey, and Carroll W. De

Kock of Prairie City, Iowa, who hold scholarships awarded by American business. Says Dr. Spoelhof: "By aiding colleges and students, business helps to develop America's most precious resource—well-educated young people."



W. W. Mixon of Hammond, Indiana, is a physics major at the University of Chicago. He holds a National Merit Scholarship. Aid to students and colleges is another way in which business helps assure America's strength and security.



Dr. Paul H. Giddens, president of Hamline University, St. Paul, Minnesota, says: "Financial assistance to students by business places a premium on scholastic achievement and serves to increase the future supply of talented leaders."

How much does it cost not to go to college?

Everybody deplores the high cost of going to college.

But the rapid and exciting scientific developments of recent years make one thing obvious. It is vitally important that America's young people be well educated to meet the challenge of the future.

For quite some time, American business has been aware that the high cost of going to college is not nearly as high for the nation as the cost of *not* going to college. The cost of *not* going to college could be a critical weakening of democracy itself. The nation cannot afford that price!

To help promising students and privately-financed liberal arts colleges, we and many other companies give financial aid in various ways. Standard Oil, for example, has made funds available which provide for 34 graduate fellowships and undergraduate scholarships in science and engineering. The educational institutions select those who receive the awards. Four-year scholarships awarded through the National Merit Scholarship Corporation also are included in the program. Supplementary grants are made to schools chosen by the Merit Scholarship winners.

In addition, Standard Oil has made funds available from which \$175,000 is paid yearly, through the State Associations of Colleges, to aid privately-financed liberal arts colleges in the Midwest and Rocky Mountain areas.

At Standard Oil, where so much of our planning concerns the future, we believe there are few things more vital to America's security than a well-educated public. And we think that industry should back up such beliefs with substantial aid to colleges and students.

WHAT MAKES A COMPANY A GOOD CITIZEN?

For one thing—the way it looks ahead, for the good of all. In years to come, America will gain strength and security through the combined efforts of business and colleges today in making higher education more available to more people.



STANDARD OIL COMPANY
(INDIANA)



THE SIGN OF PROGRESS...
THROUGH RESEARCH



LEON DURST

Interviews Can Have International Impact

By LEON DURST

HOW effective are American news reporters in interviewing dignitaries, celebrities and others, especially visitors from foreign lands?

To what extent do overly eager and poorly trained interviewers damage America in cold war conflicts?

To begin this rather critical piece, I cite an article written recently by Pat Doyle, staff writer for the *New York Daily News*, for *Editor & Publisher*. Doyle is the newsman who posed a direct and pointed question to Frol R. Kozlov, deputy Soviet premier, at Idlewild Airport as the Russian left for home after an extended tour of the United States.

"How many Communist agents are there in the United States?" Doyle asked the official.

● I do not take issue with Doyle for asking this question, even though it irked the Russian visitor, for it was fair from every point of view except from the angle of possible repercussions in diplomacy. What is more, Doyle's pointed question, if asked of some Russian more clever than Kozlov (say perhaps Mikoyan), might have drawn forth a reply productive of information or even news. The fact that the question produced some news by setting Kozlov on his heels in a rage certainly is noteworthy.

But in his writeup in *Editor & Publisher* Doyle gave himself away, after all, as being among the clan of American reporters who sometimes fail to ask sensible questions while interviewing foreign visitors, including sensitive, brain-washed Russians. For Doyle slipped when seventy-nine Russian track and field stars deplaned at Idle-

BEHIND THE BYLINE

A native Texan, **Leon Durst** has been in journalism four decades, including nearly twenty years with the *Associated Press* and about ten years as an Army public information officer and government information specialist. During World War II, he was an information and communications officer in U. S. military government after being graduated from the Army School of Military Government and the British School of Psychological Warfare. He is presently an editorial writer for the *Galveston Daily News* and *Galveston Tribune*.

wild soon after the Kozlov interview. The reporter asked one of the newly-arrived athletes, "How would you like to live in the United States?" This query probably made the Russian youth feel about like Doyle would feel if a Soviet reporter, upon meeting the American at a Soviet airport, were to ask him how he would like to live in Russia.

● Day in and day out, in our press and over radio and television, one hears many ill-advised questions put to foreigners on their visits to this country. The same ineptitude applies to interviews in general.

We Americans should appreciate the fact that as a rule foreigners on a visit to America are here as guests and have no idea of transferring their citizenship. Since foreign celebrities usually make their first contacts here with re-

porters, every effort should be made to give them a fair impression of their hosts. Foreign visitors will be more favorably impressed with our country and its people if we let them see our wonderful attractions in peace, allowing the visitors to do the bragging about what we have to offer, if they care to. It is silly for our news interviewers to assume that foreign visitors, after seeing America, will never again feel satisfied with their own homeland.

● I heard on television another American reporter ask one of those same Russian athletes what he thought about American girls and women. The obviously well-indoctrinated Red visitor replied: "Well, everywhere in the world there are good women and bad women."

The Russian's reply completely disarmed the interviewer, as clever repartee and slogan-quoting is an old Russian art. Under the Communist regime this art has been molded into a keen weapon. Few of our journalists and diplomats have learned that if you quote an old saw, slogan or aphorism of any kind to the average Russian, he will go you one better and give you the source of both your and his sayings. This is much like trying to beat a Slav in a game of chess.

Interviewing is an art that calls for a high degree of knowledge and a keen understanding of all the world and its peoples. In my opinion, based on many years of residence in foreign countries, we Americans are prone to lack finesse in our contacts with people of other lands.

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Television Covers Maine Legislature

By LARRY GERAGHTY

SEVERAL years ago, during a Massachusetts prison riot, a young reporter from the distaff side arrived late for her assignment and immediately set about getting the "human interest" slant by persistent questioning of reporters already on the scene. In exasperation she finally was told that if she wanted more information she would have to get it from the barricaded ring leader. Unaware that reporters are not expected to talk to rioting convicts on the telephone, she dialed the prison number, asked for the isolated cell block and came away with an exclusive interview with the riot leader and the best story of the attempted prison break.

Whether fact or fancy . . . so the story goes. But more important, it contains two major points which contributed in part to WCSH-TV's successful coverage of Maine's ninety-ninth legislative session: you sometimes never know what the answer will be until you ask the question; and you sometimes never ask the question as long as you conform to tradition.

We were dealing with ninety-nine years of tradition and legislative dogma when we joined in the first concerted effort toward the passage of a freedom of access bill and the relaxing of time-honored taboos against picture coverage of the Maine Legislature in session. That both of these aims were accomplished can be attributed to a record of cooperation between publishers and broadcasters and an enlightened legislative leadership. None of these factors was tailor-made and waiting; they had to be slowly constructed. An attempt toward a freedom of access bill had been made during the Ninety-Eighth Legislature; however, a bill was not drafted in time for effective consideration.

The ground work for legislation in the ninety-ninth session began in November, 1958. In an appearance be-

fore the Legislative Research Committee, representatives of the Maine Broadcasters Association, the Maine Publishers Association and other news service agencies presented their recommendations for proposed legislation that would guarantee freedom of access to information in legislative and government functions. It should be inserted here that this appearance of Maine newsmen before a government body was not brought about by any major controversy or gross violation of the public "right to know" but for the sole

purpose of placing "in the book" a protective law, with teeth in it, that would clearly define the responsibilities of any administrative or legislative body in the state with regard to information concerning the conduct of the people's business.

Working from the recommendation presented at the November meeting, and with the assistance of Brooks Hamilton, professor of journalism at the University of Maine, a bill was drafted that embodied the major principles sought by the publishers and broadcasters of the state. The final version of the bill was sponsored and introduced successfully by Senate Majority Leader Allan Woodcock of Bangor. Most important to television's part in this story is the fact that the contribution of WCSH-TV to the final passage of this legislation came even before the "Right to Know" bill was dropped into the hopper.

The bill as it reads today makes no reference to picture taking on Maine's Capitol Hill. However, the right to know certainly includes the right to see and with this in mind we took our second step in January of this year with the convening of the Ninety-Ninth Legislature. Close on the heels of Governor Clinton Clauson's inaugural address, our Augusta correspondent took advantage of the brief business session of the first legislative day. Gaining permission to address the joint session, he requested that filming privileges be extended beyond the customary inaugural

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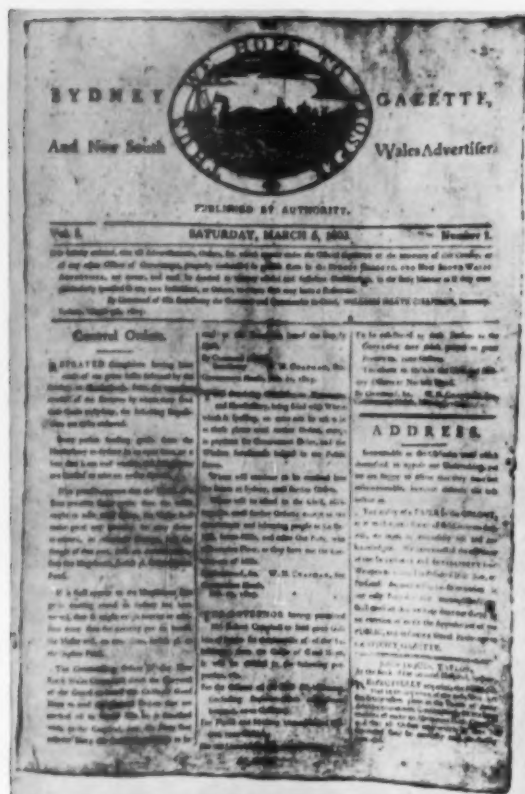
Sound filming of the legislative coverage of the Maine Legislature was done from the floor. Here news photographer Don Sturdevant is using a zoomar lens on the floor of the House of Representatives.

BEHIND THE BYLINE

For the last seven years **Larry Geraghty** has been News Director of Station WCSH-TV in Portland, Maine. He has been associated with broadcasting for twenty-two years, and the last fifteen years has been in news broadcasting and telecasting. He started on Station WOL in Washington, D. C. and was later associated with the Mutual Broadcasting System's "Meet the Press" and "American Forum of the Air."



Larry Geraghty



Crime News Down

Crime news in Australia goes back to page one of the first paper published on that continent, *The Sydney Gazette and New South Wales Advertiser*, March 5, 1803. Under "General Orders" is an account of offenses committed by ships' captains making grain deliveries to Sydney.

A POLICE story of sorts took most of the front page of the first newspaper ever published in Australia—*The Sydney Gazette and New South Wales Advertiser*.

The date was March 5, 1803. The lead story of Vol. I, No. 1, warned masters of ships bringing grain to Sydney that dumping excess grain overboard, damaging the grain or wetting the cargo to make it weigh more would bring them fines of five pounds that would go "to the Orphans Fund."

For more than a century and a half since then, Australia's newspapers have published news of crime and of criminals, some of it horrendous, along with all other kinds. Getting the police news, because of a number of conditions peculiar to Australia, often presents special problems.

- One special condition is the population pattern of huge capital cities (Sydney is about the size of Detroit), small country towns, thinly-populated farmland and outback, and totally uninhabited, man-killing desert. It is a pattern that makes the work of the Australian police roundsman (beat reporter) both easier and harder than that of his American opposite number.

It is easier, because most Australian crimes are committed, and most accidents, fires and other police-round matters occur, in the six capital-city

areas of Sydney, New South Wales; Melbourne, Victoria; Brisbane, Queensland; Adelaide, South Australia; Perth, Western Australia; and Hobart, Tasmania, where more than half of Australia's 10,000,000 population live.

- It is more difficult, because when police news breaks in the far back reaches of a state, almost superhuman effort may be required to wrap it up. Australia has no internal press associations that automatically supply domestic news to the metropolitan press. Practically all news gathering in the field is done by stringers or by staffers sent to the scene.

Another difference usually works to the Australian reporter's advantage. By far the greatest number of U. S. police-crime stories concern municipal law enforcement bodies. In Australia, the principal law enforcers are the police forces of the six state governments. Local constables don't handle much besides traffic. Thus, no matter where a story may take a reporter in his own state, he is working with the same police organization.

Still another difference is in events and news sources covered. Crime, accidents, fires, disasters—these, of course, are the familiar grist of most police stories. But not all. The Australian police roundsman may be responsible for the daily weather story. This is on the

assumption, not unreasonable, that weather when it kicks up a disaster is a police matter. And where courts of inferior jurisdiction are housed at or near police headquarters, the police roundsmen may do some court reporting.

Practically all police rounds include



W. SPRAGUE HOLDEN

Under

By W. SPRAGUE HOLDEN

the principal city hospitals, ambulance and fire brigades. The big hospitals are government-maintained, but ambulance brigades are private and the fire brigades are paid partly by municipalities, partly by insurance companies. Bush fires—Americans would call them forest or brush fires—and floods in season may also come within the police round, and these terrible events have an annual news potential.

● Police reporting requires a close acquaintance with newspaper law and court authority. It is much easier in Australia for a reporter to engage his

BEHIND THE BYLINE

Before becoming chairman of the Department of Journalism at Wayne State University, **W. Sprague Holden** was a reporter and editorial writer for the Detroit, Michigan, *Free Press* and the Akron, Ohio, *Beacon Journal* and worked on magazines in New York and San Francisco. In 1947 he was awarded a Fulbright grant to study newspapers in Australia and with Mrs. Holden toured that country and the Middle East and Europe. He has headed the Department of Journalism at Wayne State University since it was established in 1949.

paper in a costly contempt-of-court judgment or actionable libel than it is in the United States. Some Australian libel suits have been Olympian in the contesting, and more than one Australian paper has felt the hard, punitive hand of a thin-skinned court.

In 1956, two Melbourne newspapers paid out fines of more than 225 pounds each (about \$500) for publishing news photographs of a young man being taken to be booked on charges of a nearly mortal assault upon a young woman. It did not lessen the editorial offense that the suspect was later convicted and sentenced to a long prison term. Pre-trial publication of the news shots, the court declared, was prejudicial to the defendant. Similar judgments are not uncommon in Australia's newspaper history.

The pertinent legalism is that in Australia the court takes jurisdiction the moment an arrest is made. Thus,

each breaking crime story of scope and substance becomes a calculated risk to the Australian editor.

● The day after the judge had passed sentence, I had a date with one of the two convicted editors in his office. I took with me the front page of a home newspaper I had just received. The main story happened to be about the holdup-murder of a local gasoline service station manager, and the chase and capture of the bandit after much shooting. The stud-horse headline read: "POLICE CAPTURE SLAYER AFTER CHASE." The story called the captured man a killer, a murderer and a bandit, and he was fully identified by name, age, address, occupation and picture. Without comment, I laid the front page on the editor's desk. His cry of pain may have been heard in Perth.

It may be, as Australian barristers and judges declare, that there is less



This front page cost the Melbourne Sun News-Pictorial, Australia's biggest circulation newspaper, a fine of \$450 and its editor \$56 for contempt of court. The offense was publishing the photo of a truck driver on his way to be charged with intent to murder. The fact that the trucker confessed and was sentenced to prison did not lessen the paper's punishment.

chance in Australia for "trial by newspaper" between arrest and trial than in the United States. However, the bars go down when the trial begins. Practically everything is privileged and the most lurid details are published with impunity. When an Australian editor publishes details of a crime makes all the difference.

● An effect, curious to American readers, is the pattern of reporting arrests that Australian papers must follow. A most atrocious murder may have been committed. The fury of it may strain the reporter's fund of clichés. A suspect may be caught with a smoking gun or bloodied club in his hands. Yet his name must not be used, nor his picture, nor any clue furnished as to his identity. Inevitably the last paragraph reads something like this: "Later a man was arrested by police and taken to the watch house where he was charged with a crime."

Sometime after the contempt conviction, a murder trial was concluded in Melbourne. During the trial, the suspect's name and all testimony, being privileged, were freely published. But, at the verdict of guilty, the decision in all Melbourne newspaper offices was not to run the convict's picture.

Why? His attorneys had twenty-eight days in which to file an appeal. If they chose to do so, the court might find that the man's appeal had been prejudiced by the published picture. Yet within the same week, pictures of a suspect in a New York City kidnap-killing were freely published. The Victorian Supreme Court jurisdiction does not extend to New York. A golden mean seems to lie somewhere between American practice and Australian law which, of course, stems straight out of the British criminal code.

Problems of police-round coverage vary considerably from state to state.

● In Brisbane, capital of Queensland, the roundsman must cover four police stations, make hourly checks with ambulance headquarters, the fire companies and the Brisbane water police. He must keep in touch with four other police stations in the outer suburbs, and in Toowoomba and Ipswich, farther out.

His round extends from the New South Wales border to the tip of the Cape Yorke Peninsula and far into the Queensland outback. He may report for work and a few minutes later be in an airplane flying north to Cairns, nearly a thousand miles up the coast, to cover a crime story; or to Mt. Isa, inland, even farther away.

Despite its enormous area (more than three times the size of France), Queensland's criminal traffic is rela-

tively easy to control. Only three mainland routes lead into the state, one from the west, two from the south. On these and upon all air, rail and sea terminals, the police maintain watches to check interstate movements of criminals.

To a degree, this is equally true of Western Australia (almost one-third as big as the whole United States), South Australia, the island state of Tasmania and the Northern Territory. Western Australia, for example, is divided into districts larger than many of the world's countries, but there are few routes in and out. Darwin and Alice Springs are the only two population centers of consequence for the Northern Territory's 18,000 population. Most of the Territory's police work is done around these two centers and at remote points in the outback.

● Darwin was the scene of one of the world's biggest police-round stories in 1954 when the wife of Vladimir M. Petrov, defecting Soviet agent, frantically sought asylum in Australia while being forcibly transported home by Russian secret police.

New South Wales and Victoria, with the biggest state populations, are the biggest police-news producers. In Melbourne, police roundsmen are stationed in the Victorian Police Headquarters on Russell Street. But they must keep in touch with five other metropolitan and twelve outstate police districts. Across Russell is the City Courts Building, which is part of the police round, and the police garage which used to be the Melbourne Gaol.

In Sydney, Australia's biggest city, police-round staff and apparatus for coverage are commensurately big. New South Wales' larger incidence of crime may be one reason it is often reported with more regard for lurid details than elsewhere in Australia.

● Many Australian police roundsmen use two-way short-wave radios installed in their autos. Walkie-talkies, a la Dick Tracy's radio wrist watch, enable a roundsman to report his findings to his colleague in their auto, and the colleague to relay the report instantly to the office. A number of dailies in capital-cities use not only such radio communication, but send out mobile picturegram (telephoned picture) units for on-the-spot transmission to the office of crime-story art.

Sydney's Metropolitan Police District is divided into four sections covering a radius of thirty miles—North, East, West and Far West. Police Headquarters, Central Intelligence Bureau, Courts of Petty Sessions, Charge Courts, cells, lineup and so on are all in the same general area of downtown Sydney.

From the detective superintendent, Sydney roundsmen get a budget of news that may include murder, rape, breaking and entering, fatal accidents, robbery and stealing. Other news sources checked regularly are the suburban police, Ambulance Transport Board, Fire Brigade Headquarters, Customs, Water Police, Harbor Patrol, Cliff Rescue Squad (a high place called "The Gap" on the rock promontory at the entrance of Sydney Harbor is favored for suicide attempts), the Consorting Squad (which watches ex-convicts, known hoodlums and their associates), Mobile Scientific Unit, Ballistics Branch, Women's Police and Motor Squad.

An American learns with surprise that Australian police seldom carry firearms. They may have them on request and they are issued to police on night duty. But the American cop who is never without his gun, even when off duty, has no counterpart in Australia.

● The reasoning, which derives from English practice, is that fewer people get killed when the police go unarmed. It works that way, too; for most criminals and hoodlums go unarmed as a consequence. They know that if they are caught toting a gun the book will be thrown at them. Thus, the homicide rate for all Australia is about that of Philadelphia—less than one hundred fifty a year.

The police reporter in any country has many unpleasant, gritty moments. He deals with people in trouble. He sees humans at their worst. Sometimes he faces personal danger. He must get information from persons who don't want him to have it, who don't know what news is, or who are too shattered by tragedy to tell him what they know.

On a wall of the Police Administration Building at Perth, Western Australia, 2,000 miles west of Sydney, hangs a plaque. It is a Police Honour Roll and it carries the name of thirty-four police officers who died in the line of duty. The first entry is: "Capt. T. T. Ellis, Speared by Natives, November 11, 1834." The latest is the name of an officer killed in an automobile accident at Meekatheera, in the dry, murderously hot heart of the state. Fourteen of the thirty-four were murdered—manner of death tersely set down as "Shot," "Murdered by Native Tracker," "Murdered," and so on.

The difference between the first and the thirty-fourth police death symbolizes both the scope of law enforcement and the changes Australia has known since her Eighteenth Century beginnings. It also suggests much about the nature of the police roundsman's job.

Trials of a Man With a Periscope

By HAL HIGDON

EVER wonder what it takes to be an editor? All it takes are three things: a nine-by-twelve wooden box marked "In," a nine-by-twelve wooden box marked "Out," and a periscope. The periscope is to look out over the pile of manuscripts that will accumulate in the two boxes.

I am a medium-sized assistant editor on the medium-sized staff of a medium-sized magazine. Manuscripts arrive in our office at the rate of more than a hundred a week. Of these hundred manuscripts, each one of which represents the blood, sweat, and tears of a hundred different writers in a hundred different communities, maybe a half dozen will be held for further consideration. The others will bounce back to their authors so fast they may suspect that the mailbox had a spring in it. From this select half dozen, maybe one will impress us and thus earn its author a check which will in most cases be at the bottom of our pay scale.

● A hundred manuscripts may seem a prodigious amount to anyone who has never worked in an editorial office. As I said before, the magazine where I work is strictly middle class. That means we are the first to see the articles, poems and fillers which originally had hopefully been sent to such gods as *Saturday Evening Post* or *Ladies Home Journal*.

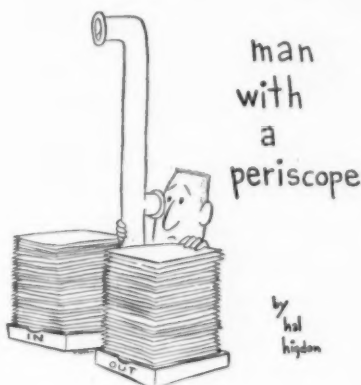
Manuscripts are delivered to our office several times a day and come in all sizes and forms. Some are bundled tightly into little envelopes. Some are bound in brightly colored booklets. Some are typed on the jaundice-colored pulp of newspaper offices, while others are scrawled in pencil. Nine out of ten writers wisely enclose stamped return envelopes. Because we are soft-hearted, those authors who don't observe this polite formality eventually get their manuscripts returned anyway.

Being relatively low on our editorial chain of command, I see most of the manuscripts that come into our office. I always get a kick out of the writers who, not content to enclose their manuscript and let it go at that, feel compelled to add a personal touch by writing the editor a letter. In its simplest form this letter says something like this: "I am enclosing my article on how

to train dogs to ride in space satellites and I hope you like it."

Sometimes the author will even go so far as to tell the editor why he is sending the article, like maybe his uncle thought it was "real good," or he heard we were community-minded and this is an article on a community, or his lawn just had crab grass and he needs the money. Some authors even go so far as to point with pride at their having enclosed a return envelope.

Then there is the author who feels he must explain by way of preface



what his article is all about. More common, though, is the letter writer who feels that it adds to his stature if he mentions all the magazines in which he has been published, such as the *Deep-Sea Divers' Quarterly Review* or the *Montana Cotton-Pickers' Gazette*. I suppose it is a good idea to mention your qualifications, but even having sold *Saturday Evening Post* or *Reader's Digest* might fail to impress an editor whose tastes run more to the *New Yorker* and the *Atlantic*.

● While letters of introduction vary, there is a startling uniformity among manuscripts which seems to indicate that everybody owns a copy of the same book on how to write. If this premise is correct, judging from the amount of manuscripts we receive it must have been a best seller.

Usually the author's name and address are typed neatly on the left hand



HAL HIGDON

side of the first page of the manuscript. Most authors also write the number of words in the other corner, which is a handy reference for us, since when we see something like 5,000 words up in the corner we know it means "read fast." Beneath the number of words you often see the comment "at your usual rates" or sometimes only "usual rates" if the author is of the modern school.

There is still another school of writers which we shall, for want of a better name, call the North American School. Somewhere in one of the many how-to-do-it books on manuscript-selling is a section advising the tyro always to insist on retaining the rights of everything he sells. Well, I'll agree to that being a noble desire, but to accomplish this end the onerous term "first North American serial rights only" has been invented.

● The person who demands these serial rights is undoubtedly some sweet, lovable old lady who feeds pigeons in the park for a living and who is loved by all her neighbors. But she is ready to battle us to the death, even perhaps to the extent of refusing to allow us to publish her story, if we withhold those cherished North American serial rights (sometimes abbreviated N.A. serial rights).

I have often speculated on what would happen if we should write one of these authors and say: "We are interested in your piece on the proper care and watering of African gerani-

ums, but only if you will release to us your second South American serial rights." This would indicate to the author that there was a magazine down in Caracas ready to pay us quite handsomely for the author's cherished work to be published in twelve monthly installments in the *Sao Paulo Flower Growers' Bulletin*. The author would, of course, refuse. I don't suppose this will ever come about. Most of the people we do business with seem to be



Manuscripts are delivered in all sizes and forms.

more interested in rushing their check to the bank before it bounces than in reading the small type on the back.

● Confucius said: "Good title on bad article not sell it, but bad title on fair article may be hinge on which rejection hang." Actually Confucius didn't say that; it was my Chinese laundry man who free lances fortunes for a Chinese bakery. Nevertheless, the comment is apropos.

In thinking back over the titles that appeared in our magazine during the past year, I would say the majority of them had been thought up by us to replace a poor title supplied by the author. Apparently good article writing and good title writing do not go together.

On the other hand, some articles have had simply wonderful titles and yet didn't make the grade with us. One article whose title fascinated me was called, "I Discovered North America." Unfortunately, it wasn't written by the person who actually had discovered the continent, but merely by a person who had lived there. Another favorite of mine was, "Don't Let Your Power Mower Mow You," which turned out to be a safety piece.

● The title to end all titles was on an article we published recently concerning an author's memories of his days as a marble champion. It was entitled "Evers and Ups and Peaks and Cleans in the Ring," and as the Indian murmured when he saw his first atom bomb, "I wish I had said that." As a matter of fact, I did say that, and our entire editorial staff (all three of us) went around for months chanting that

BEHIND THE BYLINE

Most free lance writers have an itch to be an editor, but with 28-year-old Hal Higdon it was the other way around. After two years as an assistant editor on *The Kiwanis Magazine*, he recently gave it up for free lance writing, cartooning and photography. This article was written while he was still with the magazine. Higdon is a graduate of Carleton College and has attended the University of Chicago. During a two-year Army hitch, he traveled extensively in Europe. He is married and has a son.

fascinating title along with some other nomenclature in the story such as "cow-trails" and "nolagsover" and the ever descriptive "knucks in the mud."

Not only does the title set the mood for a story; so does the all-important lead paragraph. One classic lead which I don't want to forget went like this:

"Pale orange sun rays filtered through the heavy-leafed branches of the giant cypresses that were softly caressing the stunted white oaks with their feathery ferns."

The *New Yorker* has a department entitled "Letters we never finished reading." This story qualified for my own personal "Manuscripts I never finished reading."

Most publications advertise that they read each and every manuscript thoroughly, and maybe some do. But on a short-staffed magazine, when the editor is faced with the choice of reading each manuscript thoroughly or getting home in time for dinner, you are going to find him sitting in front of his pork chops more often than not.

● A large number of manuscripts are woefully missent anyway, and it doesn't take the erudite editor long to propel these missent manuscripts from "In" to "Out" basket. For example, a short story that began, "He slugged down the shot of whiskey and ogled the firmness of her heaving bosom" would not only get a quick shuffle at *Together*, the Methodist magazine, but it would probably cause several of the editorial assistants to send out for smelling salts. Conversely, an article on a Methodist minister should not be sent to *True* no matter how true it is.

Some of these errors of submission are, I suppose, unavoidable. Even the normally reliable market listings in the writers' trade press can be less than 100 per cent accurate, since they have to more or less depend for their information on what the editors tell them, and no editor knows what he wants until he sees it staring at him.

● Editors, like other human beings, are subject to whims and fancies and thus can never be completely trusted. Our own particular editor just last week dispatched a note to a writer's magazine saying "Yes, we're interested in poetry," while knowing full well that we haven't bought any poetry (not even four-line fillers) in more than two years, and probably won't buy any in the next two years unless Carl Sandburg happens our way. Those of us who do the screening of manuscripts will probably not look kindly on the sudden influx of poetry, either.

It is easy for us to tell when our magazine has been mentioned in a writer's magazine: our mail doubles. If the rumor has been spread that we might be interested in fillers, we receive enough fillers to fill Lake Michigan. One magazine informing the trade where to sell things grossly mis-



She is the same sweet old lady who feeds the pigeons.

spelled our editor's name last summer and thus enabled us accurately to gauge how many submissions were the result of that listing. We are still getting mail sent to that misspelled name; in fact, we still receive an occasional manuscript addressed to an editor who hasn't been around since 1949, leading us to believe that old free lancers never die, they just fade away.

● *Writer's Digest* once made what you might call an error of definition that makes an interesting anecdote—and no article would be complete without an anecdote (one every 750 words is the formula isn't it?). Several years ago we published an article entitled "The FBI of the Air," chronicling the causes of air disasters and containing numerous subtitles such as "The Case of the Canyon Crash" and "The Case of the Exploding Suitcase." Three months later in a *Writer's Digest* market column was the comment: "magazine likes

Worth Quoting

"There is, I am afraid, a lot less danger that Soviet Russia will imitate our techniques in Project Argus than there is that the United States Government will imitate the secrecy of Soviet Russia. The whole theory of news management which has made so much progress is one more consonant with Soviet theory than it is with the theories of information that formerly prevailed in this country. This is the kind of thing the Russians do with conscious purpose and deliberate objectives. The recent IPI Survey of the Press in Authoritarian Countries makes this very plain. It quotes the Director of TASS Agency, N. G. Palgunov, lecturing at the Institute of Journalism at Moscow University in 1956 as saying:

"News must be organized; otherwise it is news of mere events and happenings. . . . News should not be merely concerned with reporting such and such a fact or event; it must pursue a definite purpose. . . . News is agitation via facts. In selecting the subject, the author of the report must above all proceed from the realization that the press should not simply report all facts and just any events. . . . News must be didactic and instructive."

"I do not say we have reached generally the final stage, but like the rake on his inevitable progress toward final debauchery, we are on the way down the slippery slope. I would feel better if our government eschewed the whole Communist-inspired formula of news management entirely, and just let the facts speak for themselves."

—J. Russell Wiggins

Executive Editor, *Washington Post*
and *Times Herald*

case histories . . . some recent titles (and then they listed three or four of the subtitles of that article)." To judge from the type of manuscripts we received, you would have thought we were *True Detective*. Most of those manuscripts were sent back unread accompanied by a simple rejection slip.

I suppose the one fear uppermost in the mind of the free lancer, especially the unpublished one, is: "Did they really read my manuscript?" Having done quite a bit of free lancing myself, not all of it successful, I know this feeling quite well. Most manuscripts return looking about the same as when they went out (give or take a few crumples and paper clip scars) so it is easy to imagine that all editorial offices have a rejecting machine which automatically and quite methodically sends back a rejection slip with-

out any human eyes having passed over the manuscript. This is actually true in some offices, and that machine is called a first reader.

● There is something terribly impersonal about a rejection slip. They all say about the same thing, namely that the magazine has taken great care to look over your manuscript and we all enjoyed it and thank you for sending it and won't you please try again and we hope you have better luck elsewhere and it's signed "The Editors."

Rejection slips theoretically are designed to make the writer feel all warm inside and make him want to go out and talk all of his friends into subscribing to that magazine, but what these slips really mean is: "We thought your article was so lousy we didn't want to waste our valuable time writing a letter to tell you we don't want it, signed, the girl at the mail desk."

Because of the large volume of mail in any office, even the quarter-of-a-cent-a-word-pay-on-publication ones, rejection slips are an absolute necessity. To alleviate this lack of personalization in editor-writer relationships, I have recently devised a plan. When I want the writer to know that we are sympathetic to his cause, I return it with the last page of the article on top. This assumes that he, upon receiving his manuscript, will think: "Well, at least he read to the end." This system might be further refined by putting a few thumbprints on inside pages or sprinkling cigarette ashes in the return envelope.

● This can work the other way, too. If an editor wants to brush off a particular writer, yet doesn't have the courage to write him a note saying "begone, you clod," he could instead return the manuscript with the second page on top, thus giving the impression that he became so bored he could persevere no further.

Rejecting manuscripts by mail is easy. Sometimes it isn't so easy when the author calls in person. One of my first assignments as a novice editor (nobody else wanted it so they gave it to the rookie) was to see a writer who had arrived unannounced at our offices one day, a manuscript clutched in his hot little hand. I greeted him amiably enough in the reception room, then spent the next half hour hearing his sales pitch at a time when the deadline was upon us. I took his article, glad to get rid of him.

● Two days later he called by phone. "I don't want to rush you," said he, "just how's the article?" He called twice more in two days' time. Nobody was reading any articles at that time of month, but we read his and rejected

A POSTMAN'S REMARK ADDED \$2,000 TO MY INCOME

By a Wall Street Journal
Subscriber

I was chatting with the postman who delivers my mail. He remarked that two families on his route who get *The Wall Street Journal* had recently moved into bigger houses.

This started me thinking. I had heard that *The Wall Street Journal* helps people get ahead. "Is it really true?" I asked myself. "Can a newspaper help a man earn more money?"

Well, to make a long story short, I tried it and IT DID. Within a year I added \$2,000 to my income.

This story is typical. *The Journal* is a wonderful aid to men making \$7,500 to \$25,000 a year. It is valuable to the owner of a small business. It can be of priceless benefit to young men.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$74 a year, but in order to acquaint you with *The Journal*, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: *The Wall Street Journal*, 44 Broad St., New York 4, N. Y. QM-10

it (although we gave it an honest reading in spite of him). When I handed it back to him, he offered to let us publish it for free. I almost slugged him.

Another time, one of our editors bore the brunt of an attack by a woman writer. After he finished talking to her, he took her manuscript into his office, then ten minutes later came out and gave it to me. I read it as he twiddled his thumbs in the background. When I finished he asked me how I liked it. "Stinks," I said. "Good," he smirked. "That's what I thought too, but I wanted to be sure." It was probably the fastest reading she ever got.

While reviewing manuscripts, I am often reminded of a cartoon that appeared in the now-defunct *Collier's* some years back. It showed two businessmen (I suppose they were editors) in a deeply upholstered office, one of them saying, "You and I both know that his work will live forever, but for the present we've got the upper hand."

Upper hand or not, most editors (even the ones who steadfastly claim that 95 per cent of their articles are developed on assignment) are dependent for their magazine's existence on that pile of manuscripts that keeps accumulating each day in their "In" boxes. And it doesn't take a periscope to discover that.

Newspaper of the Future

(Continued from page 8)

their tradition-bound daily newspaper; that the traditional in daily newspapering can no longer fulfill its responsibilities to either itself or the public.

● The weekly news magazine has managed to rise above its built-in handicaps and threatens to clobber the daily newspaper for fair.

Its writing is ten times more understandable and interesting than that offered in the general run of wire-service copy, a hundred times superior to that of the mean struck by any widely representative collection of local reporters. The newsmags' legwork and research far outstrip the counter efforts of its daily competitors.

The newsmag is proving that "who," "what," "where," "when," and a shallow "how" are hardly enough to make a satisfactory story. The magazines are working the devil out of "why," recognizing and emphasizing this all-important intangible. But the news magazine can do nothing that any aware, responsible and solvent daily newspaper could not do fully as well, given proper motivation—such as the desire for economic survival.

The major leap from tradition falls within the "packaging," which, ironically, is the child of the newspaper itself, for the newspaper has long grouped its women's, food, sport and financial news into special pages and sections. Yet, it took the magazines to add such concern for the hard news of the day, the very stuff that provides the foundation on which the daily newspaper is built.

● Look at *United States News & World Report's* saturation coverage of Cold War topics in mid-August, on the heels of Nixon's return from the Soviet Union and the announcement that Eisenhower and Khrushchev were to exchange visits. In its issue delivered August 10 (predated the 17th) *USN&WR* covered the Cold War with eleven keyed and indexed stories spread across thirty-two pages and including two boxed sidebar features, six line cuts (maps, graphs, cartoons), and fifty-three photographs. The topics, as indexed:

What Khrushchev Wants From United States.

Increase in Prestige, Chance to Talk Over East-West Differences.

Is the "Cold War" to End?

Reaction in Key Capitals to Change in Soviet-American Relations.

In the Midst of Peace Talk—Reds Stir Up a War in Laos Where 40 Billions for Arms Will Go.

Close Look at Near-Record Military Budget.

As Castro and Communists Take Over Cuba's Unions—

How Khrushchev Was Invited—a "Mystery" Solved.

Events Paving Way for Meeting of Ike and Soviet Boss.

Not Everybody Favors Khrushchev's Visit:

What Critics of the Trip Have to Say.

Russia and the Russians: an Intimate Glimpse.

From a Writer-Photographer Team for "U. S. News & World Report."

A Yankee Shopper in Moscow.

Photo Report From Gosudarstvennyi Universalni Magazin.

A Taste of Free Speech for the Russian People.

Blunt Words From Nixon. . . . Khrushchev's Views of U. S.

Worldgram.

(Cold War Reports From Moscow, Washington, Tokyo, Paris and Santiago.)

Despite space and effort given the Cold War, coverage of the week's remaining top stories suffered little. The texts of labor-bill talks by Eisenhower and Meany were presented in full, and two pages were given to the steel strike, its effects and prospects for settlement. Leftovers were dealt with under a variety of standing features, such as "Front Page of the Week" and "March of the News."

● In its corresponding issue, *Newsweek* offered its readers a nine-page section on Cold War issues. The headings:

A SPECIAL SECTION—
The Visit—The Visitors
The "New Ike"

A Firm Grip and Gusto

One Man's Russia

As Nixon Saw It

How to Handle Khrushchev. . . .
Men Who Faced Him—Led by Nixon—Say How.

Protecting That "Tourist"

(Khrushchev.)

Red-in-the-Street

"Peace" It's Wonderful

Where We Gain

*Leon Volkov's Views
(Volkov is Newsweek's Soviet affairs analyst.)*

Texas Dissenters

Legislative Fists Fly

The Seven Points of Conflict

Newsweek then turns to the national political scene with "Inside Politics: Tom Dewey's Ticket?" and departmentalizes the leftovers under labels such as "Latin America" and "Space and Atom."

Time, which labels everything (e.g., "Miscellany"), gave, in its corresponding issue, the Cold War two pages under "National Affairs" ("Cold Thaw," "Exchange of Visits," and "Cold War: What Next?") and one under "Foreign News" ("The Serfs Are Pleased" and "Geneva—The End").

● Subheadings under "National Affairs" include "Politics," "Space," "The Presidency," "Investigations," "The Congress," "Civil Defense," and "Disasters." The foreign news budget includes the week's news, again departmentalized and indexed, from Great Britain, France, Iraq, Norway, Jordan, Thailand and Greece. A section labeled "The Hemisphere" takes care of Argentina, Brazil, and Cuba. Other standing departments include "Education," "Medicine," "Religion," and "Science."

It is obvious each of these successful magazines takes a markedly different tack on treatment and presentation. But they share a common project: to bring to the news an orderliness, scope, and understanding otherwise unavailable to much of the public.

Which of the nation's daily newspapers dares compare its efforts as to breadth of coverage? Of these, to the depth? Of these, to the simplicity of packaging and indexing?

● Tomorrow's successful few will have borrowed heavily from the news magazines' techniques in covering the news in breadth and depth, from their willingness to retain and train specialized, quality reporters and writers, and from their methods of research and rewrite.

Each of the successful few will go about its task along lines best suited to itself. All will demand high ability and talent from their writers, legmen, feature writers and editors. Some will favor evidence of advanced education over the ability to write; others, the opposite. Most will provide their rewrite staffs with writers of good general knowledge who specialize—become bona fide experts—in limited areas, e.g., Latin American affairs. Nearly all will be forced to gather and keep such key specialists by compensating them in legal tender, junking forever the desire to buy ability at the lowest possible cost in the knowledge that a man's love for his work will permit such a policy to succeed.

In presenting their news of the day,

many of the successful few will group their offerings geographically; others, in terms of abstract relations, matter, intellect, volition, and affections; most, by varying combinations.

- Many will write each story in three or more keyed versions, as suggested above; many others will discover equally or more successful methods. Most will hold the hard news of the day within a few pages at the front of the paper and depend upon feature material, both local and wire, for ad holder-uppers.

A thousand and one avenues will lead to a single goal: to publish a daily news "magazine" that can satisfy the craving for hard news that television is helping to create.

could produce intelligent interviews and eliminate mob scenes that reflect against our profession and our country.

Except for certain regular radio and television panel programs, too many reporters are downright discourteous toward the person being interviewed. Somebody, somewhere, somehow sold the radio-television people on the idea that while interviewing a person the questioner must keep on top by breaking in frequently, even when the person being interviewed is in the middle of a reply that really makes a point.

- Radio and television news commentators have important jobs, but seldom does one of them show any aptitude for interviewing. Their technique often is annoying to the celebrity as well as to viewers and listeners.

Press journalists are not without their faults in abusing the interview. But they have more time to perfect their story, and usually do. Still, too often the printed product indicates a poor job of "keeping the trout on the line" and getting the story happily landed.

By way of summary, it seems likely that the prestige of American journalism and America itself may be damaged unless there is a renovation in the art of interviewing. Training in this field should involve more co-ordination with governmental departments, particularly State and Defense, and with major private agencies.

Without violating our sacred freedom of information system, news writers and editors can make American journalism a powerful force for holding our own in cold wars and averting the hot ones.

Interviews Have Global Impact

(Continued from page 10)

Until some years after the end of World War II, it was Hoyle—even in government circles—for news writers and Americans in general to refer to "backward nations." While living in the national capital, this reporter took it upon himself to try to induce our people to adopt such terms as "underdeveloped nations" or "economically underdeveloped nations." Nothing much happened, however, in Congress or in the State Department, until a certain official of that Department was contacted.

If you have a "backward" friend you are trying to help and keep on your side, you do not refer to him as being backward. Moreover, some of the economically underdeveloped nations are far ahead of America and other advanced lands in their basic culture. But even today, some journalists refer to a friendly country as "backward." One such slip can ruin a decade of good will, all because some writer who should know better has to show his "megalomania Americana." Nowhere does one's megalomania Americana show up more vividly than in an ill-advised interview with a foreigner as reproduced in the press or over radio or television.

- Our country, with its wonderful advancement in things material and with the best we have to offer in our government and social life, speaks for itself. Other lands and other peoples also are proud of their civilization and mores. We like our surroundings and customs; other peoples like theirs—and we are outnumbered.

What a tremendous opportunity the average American reporter misses when

interviewing a foreign visitor in failing to elicit heartfelt comments from the stranger and give him full opportunity to get wound up on his own! It just does not make sense for a reporter, upon interviewing a foreign visitor, to ask questions in such a manner as to cause the guest to judge all our people by the interviewer's careless approach.

Much of the sloppiness in interviewing foreign visitors and others is caused by what *Editor & Publisher* recently referred to as the "space-hogging antics" of radio and television crews in that magazine's account of the Kozlov luncheon given under the auspices of the National Press Club and Overseas Club.

- There is little use to go into this sort of mad, unorganized journalistic nightmare which is repeated scores of times every year across the nation whenever a big story is breaking around a prominent personality or event. Only in the case of special events under the control of the military is there a semblance of order in the handling of reporters and cameramen. We must hand it to the military on this count, as too often the civilian entrepreneurs make a mess of their coverage planning.

There is a time, place and practical procedure under which news handlers could do better work in covering prominent personalities and special events. The news media should get together and clear up a messy situation, one that does harm to the journalistic profession and at times to the nation and international harmony.

It is all but inconceivable that the journalistic chieftains of our time have failed to work out procedures that

Worth Quoting

"Editors and reporters have a tremendous responsibility to help build international understanding through full and honest communication and interpretation of news. Since world developments become more complex all of the time, the need for clear and careful interpretation of news has never been more important. . . . I think many American editors underestimate the interest of their readers in foreign news, particularly at a time such as the present when world events promise to shape the destiny of our own nation. . . . Main Street no longer ends at the town boundary but extends around the world.

—George V. Allen
Director, United States
Information Agency

Television Covers the Legislature

(Continued from page 11)

ceremonies and that photographers be allowed on the floor of both chambers to make filmed reports of State House activity. In addition the legislators were told that television was seeking an opportunity to demonstrate its news gathering and reporting capacities . . . a service we were certain could be accomplished in the best interests of electronic journalism with a minimum of distraction to legislative process.

The request was acted upon with surprising speed for a legislative body. The next day we were told that permission to film the Senate and House during regular daily activity would be granted under the provision that a three-man committee must be consulted before each House filming and the President of the Senate would have final say in that chamber. The extent of cooperation from legislative leaders is clearly shown by the fact that during the entire session of the ninety-ninth . . . which by the way was the longest in Maine's history . . . cameras were banned only once. This was during a heated debate in the Senate where the scratching of a reporter's pencil would have grated on edgy tempers.

In addition to daily coverage of activity in the House and Senate, we turned our cameras to major committee hearings on proposed legislation of importance to the residents of Maine. And finally we paid particular attention to the non-lawmaking aspect of a Legislature in session. We presented films of the presentation of potatoes to each member of the House on Aroostook County day . . . and the day when the children and grandchildren of a Maine lawmakers acted as pages . . . the surprise presentation of a portrait to veteran clerk of the House, Harvey Pease and other special occasions that provided release from tension for Maine's elected representatives and certainly gave color to our coverage of the State Capitol.

With the possible exception of an occasional self-conscious solon during the first few days, we never did encounter the histrionics that opponents use in speaking against photographers in courtrooms or other high chambers closed to the camera's lens.

By the time the so-called "Right to Know" bill had been reported out of committee and was ready for a vote, we had several months of daily film coverage behind us. Our reporter-cameraman, Henry Magnuson had blended into that part of the legislative scene that is made up of pages, reporters and conferring representatives

that move without notice on the fringes of State House chambers. When the bill came up for vote, it moved quickly and easily through both houses.

We were not alone in this effort, television-wise, but we do claim credit for being instrumental in breaking the ice and for giving a daily beat to our cameraman that went a long way toward convincing any skeptics that we were on the scene for serious reporting. We were first with sound film of debate from the House and Senate floor and first with sound of important committee hearings. And here a point can be made on this question of sound on film. When news value warranted we transported our sound camera and crew the sixty miles from Portland to Augusta. However, most of our film report on the Ninety-Ninth Legislature was silent footage. There are those who may question the value of such photographic coverage on the basis that once you have seen one legislative session, you have seen them all. We found a welcome relief in being able to add through film the action and atmosphere of a standing vote or a gesturing legislator to what otherwise would have been a straight on-camera story. Augmenting this with occasional sound gave a satisfying fullness to our daily reports.

As mentioned at the beginning of this article, news media cooperation was of paramount importance. The advent

of cameras in the legislative halls was given favorable treatment through news stories and editorials in several daily newspapers. A letter from Senate President John Reed commending our Augusta correspondent was quoted widely in the press throughout the state.

Favorable treatment of this type resulted in more and more acceptance by the few traditionalists who privately objected to cameras on principle alone. Our newsroom files are well supplied with letters of praise from legislative leaders of both parties. For these we are grateful. But we find equal satisfaction in having added to the stature of television news in Maine and in the part we played in helping to list Maine among those states where the right to know goes hand in hand with the right to see.

Worth Quoting

"It is obvious that the daily press is the people's college. It gives them a view of the world of science, civic affairs, world events, government, finance, arts and music. It continues the educational function beyond the years of formal schooling and can stimulate the realization of the growing need for knowledge. I wish it were possible to give some estimate of the tremendous educational influence of the press.

—William S. Carlson
President of the
University of Toledo

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The Book Beat

Fourth Branch

THERE exists in Washington a fourth branch of government which, in the considered opinion of Douglass Cater, for nine years the Washington correspondent of *Reporter* magazine, is every bit as powerful as the historic three. This branch is the 1,200-man press corps. In **"The Fourth Branch of Government"** (Houghton Mifflin Company, Boston, Mass., \$3.50), Cater makes a scholarly examination of this corps and its day-to-day relationship with the affairs of state.

The author is not so concerned with the suppression of news as he is with the manipulation of news: suppressed news, he writes, is always subject to "leaks," official or unofficial; what concerns him more is when officials manage the news in their own interests. Included in managed news is the withholding of its release for the most possible publicity or when it will do the most good.

He cites the frequent cases of officials making pronouncements on Sundays, a notoriously slow news day, to insure complete coverage in Monday's papers. He also cites Press Secretary Hagerty's routine of taking papers for the President to sign whenever Mr. Eisenhower takes a vacation. By releasing a bit of news daily from Augusta, or Gettysburg, the impression of a "working vacation" is given.

A fascinating chapter is devoted to the Presidential press conference. On the whole, he writes, the function is an important aspect of government, but nevertheless one which all too often results in news emphasis entirely misplaced. Cater recalls a conference during the Korean War when President Truman was asked whether use of the atomic bomb was being considered. The President replied that its use was "always under consideration." In their scurry to the telephones, the reporters placed emphasis on "under consideration," dropping the "always" and causing world-wide repercussions.

Cater, in his interesting and informative report, concludes that news from Washington is, at best, haphazard, and that when used by skilled officials becomes a powerful branch of the governmental process.

—ROBERT G. TRAUTMAN

Freedom and the FCC

WHEN microphones were snatched from ham operators by those determined to exploit the commercial value of the huge audiences attracted

by radio, Secretary of Commerce Herbert Hoover brought a semblance of order to the nascent broadcasting industry by invoking provisions of an obscure federal statute, enacted in 1912, as authority for licensing broadcasting stations and assigning them positions on the spectrum.

This reluctant effort to apply government authority in the name of public interest restored order out of chaos, but created also a new realm of conflict in the relationships of private enterprise and governmental regulating agencies.

The history of this conflict of interests, beginning with the Radio Control Act of 1927, which created the Federal Radio Commission and the mandate to regulate the air waves, is related by Elmer S. Smeed in his scholarly, if pedestrian, **"Freedom of Speech by Radio and Television"** (Public Affairs Press, Washington, \$4.50).

As portrayed by Professor Smeed (Dartmouth College), the Federal Communications Commission (the old agency was given a new name in the Act of 1934) gradually emerged as a benign despot committed to parceling out the limited number of wave lengths to the applicants who said they were the ones best able to serve the public and to policing the content of programs, also in terms of the public interest.

Professor Smeed treats with issues related to the advertising content of programs as well as the whole question of program balance as confronted by the FCC. Also covered is the Commission's treatment of such problems as the airing of controversial matters and the relationship of sponsors to the control of programs, particularly news programs.

This is a good book for the journalist who has not already been forced to come to grips with the problems of everyday living under the shadow of FCC regulations and for the student with a term paper to write.

—HOWARD RUSK LONG

Fiscal Examination

FROM George Washington to Herbert Hoover, presidents were expected to keep federal expenditures down, balance the budget, and pay off the debt. These objectives reflected the influence of religious thought, formal economics, and household common sense. But the depression brought rather radical changes and American attitudes toward government taxing, spending, and borrowing have changed radically since.

Dr. Lewis H. Kimmel has written a timely and instructive book for anyone interested in public affairs, **"Federal Budget and Fiscal Policy 1789-1958"** (The Brookings Institution, Washington, D. C., \$5). The author's concise and stimulating book puts the government's role in the economy and recurrent debates over the balanced budget in fresh and helpful perspective.

Another Brookings Institution book, by Marver H. Bernstein, **"The Job of the Federal Executive"** (\$3.50), portrays the executive's job in government as seen by some of the men who know it best—top career and political executives and former executives. The differences between the work of the political executive and a career man in government are explored, along with the adjustments the key business executive must make when he takes a federal executive post. This book should be of interest to everyone interested in government.

—D. WAYNE ROWLAND

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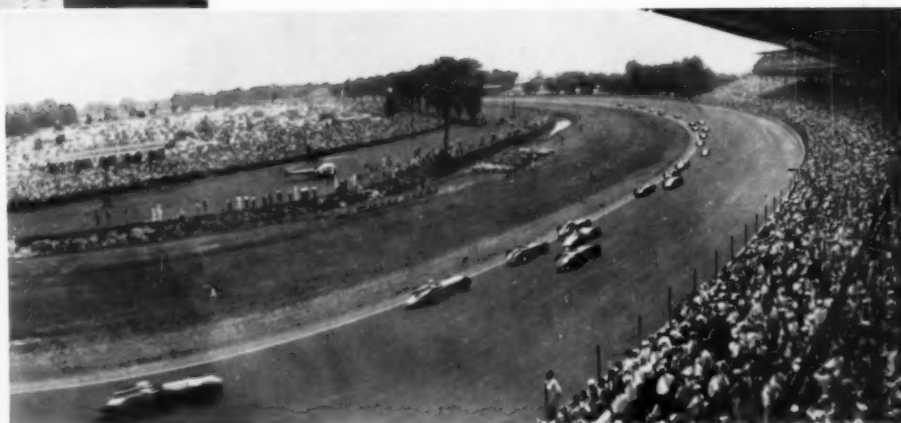


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Sigma Delta Chi NEWS

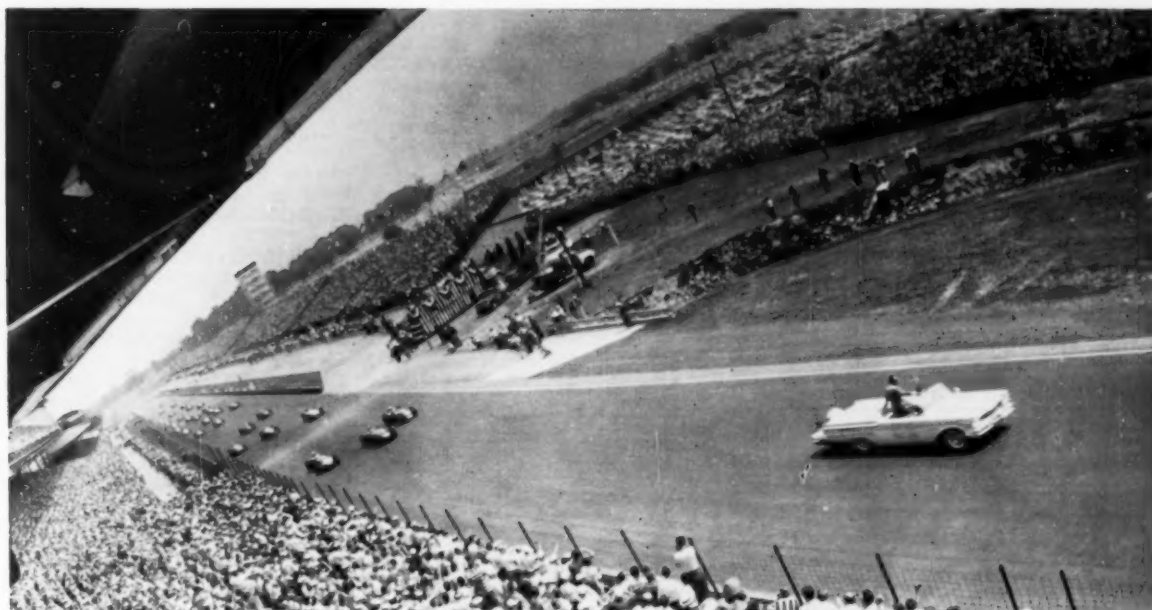
NO. 83

OCTOBER, 1959

Come see . . .

. . . Convention City—Indianapolis

More pictures on page 24



This is the start of the official pace lap at Indianapolis' famous motor speedway. This photograph, taken from the stands outside the beginning of the southwest turn looking north,

shows F. C. Reith, general manager of the Mercury Division and vice-president of the Ford Motor Company, at the wheel. Standing beside him is Anton Hulman, Jr., Speedway president.

ACTOR Jack Webb, star of "Dragnet" and many movies, will premier his newest motion picture about newspapermen, "30," at Sigma Delta Chi's 50th Anniversary convention in Indianapolis Nov. 11-14.

Following is the convention schedule:

November 11—Registration all day. That evening, Publisher Eugene C. Pulliam, one of the fraternity's founders and convention host, will sponsor a cocktail party-dinner that will set the tone of the four-day show.

November 12—Registration. Opening business session and committee assignments. Luncheon in Claypool Hotel, James Whitcomb Riley Room. Joint chapter panel discussion designed to help undergraduates and professional members. At the same time Mrs. Barbara Handley, wife of Indiana Governor Harold W. Handley, will entertain wives of

the delegates at a tea in the Indianapolis Press Club. Vincent S. Jones, executive editor of the Gannett Newspapers, has a lulu of a presentation entitled "In 50 Years, What?" At dinner that evening John Hay Whitney, ambassador to Great Britain, is the tentative speaker.

November 13—Don't let superstition bother you because this is THE big day. A breakfast for all starts off the program. Then the delegates will board busses for the 35-mile trip to the site of the fraternity's founding at DePauw University in Greencastle. At lunch the tentative speaker will be Laurence Scott, publisher of the world-famous Manchester, England, Guardian. There will be a combined delegates meeting at one of DePauw's ivy-covered landmark buildings and a model initiation and Service of Remembrance. It's back to Indianapolis at 4 p.m. and the cocktail party-buffet-

dance starts at 6 p.m. The party will be in the Indiana Roof Ballroom and there will be dates for all (undergraduates only). Coeds at neighboring colleges will be your guests at the fun-filled event.

November 14—The final business session will take place in the morning and will include election of officers, executive councilors, and a national honorary president. The convention also will elect a trustee of The Quill Endowment Fund. Petitions from several groups requesting undergraduate chapters will be up for decision.

Each chapter has one vote in convention, and the chapters are represented by delegates. A special section of the meeting room at the Claypool Hotel is being set up for the official delegates and their seats will be identified by name cards.

(Continued on page 25)

DePauw



East College, DePauw University. Shown in the right foreground, "The Boulder," a campus landmark.

Leroy H. Millikan Dies; Helped Found SDX

Leroy H. Millikan, one of the founders of Sigma Delta Chi and long-time head of the children's division of the Indiana Board of Charities, died Aug. 29, in an Indianapolis nursing home. He was 79 years old.

Millikan helped found the fraternity prior to his graduation from DePauw University in 1909. He was also a charter member of Phi Delta Theta fraternity there.

He served as principal of the State School for the Blind in 1912-13 and headed the children's division of the state charities board from 1913 until 1936. He was associated with the Indiana Welfare Board from 1936 until 1948 and retired in 1954 after six years on the Marion County Welfare Board staff.

Millikan was also active in organizing the Indiana, Marion County, and Indianapolis nursing home associations and the American Nursing Home Association.

He was also a prominent worker for the American Red Cross and aided the rehabilitation of flood victims at Portsmouth, O., in 1937.

Besides his work with welfare agencies, Millikan also taught social welfare classes at DePauw and Butler universities and Ball State Teachers College at Muncie. He attended the first children's welfare conference at the White House during the administration of President Herbert Hoover.

Surviving are the widow, Mrs. Mable Warner Millikan; a daughter, Mrs. Mar-

garet M. Nash of Arlington, Va.; a sister, Mrs. James Taylor of Indianapolis, and two grandchildren.

Obituaries

Max Bentley (DalP-Pr-'51), 70, former managing editor of the Houston (Tex.) Chronicle was killed in a car-truck crash August 28.

Daniel Sanborn Bishop (Mo-Pr-'41), 59, former political cartoonist for the old St. Louis (Mo.) Star-Times died August 22 of a heart ailment.

Danna R. Burkhalter (Den-'13), 67, retired day news editor of the Los Angeles (Calif.) Times, died August 16 of a heart attack.

George S. Crandall (Syr-Pr-'51), 78, former executive editor of The Elmira (N. Y.) Star-Gazette until 1956 died August 15.

Harold L. Cross (Fla-Pr-'58), 69, libel law expert and former general counsel for the New York Herald Tribune died August 9 of a heart attack.

C. Richard Frazier (OhS-'32) of Cuyahoga Falls, Ohio, died August 22.

Edgar A. Guest, Sr. (Det-Pr-'51), 77, died August 5 after 64 continuous years on the staff of the Detroit (Mich.) Free Press.

John G. Stoll (Ky-'29), 80, editor and publisher of the Lexington (Ky.) Leader, died August 26.

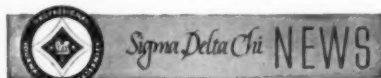
Ernest V. Wenner (ND-'34), of Grand Forks (N. Dak.), died July 6.

William M. Zadick (Mon-Pr-'59), 46, photographer and city editor of the Great Falls (Mont.) Tribune, died August 17 of a heart attack.

Convention Headquarters



Convention headquarters will be in Indianapolis' Claypool hotel. Indianapolis, the capital of Indiana, is the largest city in the state and the state's principal industrial, wholesale and retail center. Located in almost the exact center of the state, it is near the exact center of the United States' population. It is the home of Butler University, Indiana Central College, Indiana University Schools of Medicine, Dentistry and Law, Indiana University and Purdue University Extension Centers, John Herron Art Institute, Arthur Jordan College of Music, Marian College, and 62 trade, business and special schools.



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October 1959

No. 83

SDX NEWS for October, 1959

Alaska Votes SDX Freedom Laws; Newton Vetoes ICA Secrecy

Sigma Delta Chi has scored major gains at state government level during its 50th anniversary year in its campaign for freedom of information.

But it has bumped into a "curtain of secrecy," a leader of the drive said, in its effort to obtain greater freedom of information in the federal government.

V. M. Newton, Jr., managing editor of the Tampa Tribune and chairman of the SDX freedom of information committee, said Alaska recently adopted a law providing that governmental bodies hold open meetings.

Alaska is the sixth state to enact SDX-sponsored freedom of information legislation so far this year and brings to 19 the number of states in which the fraternity has scored successes since it started its campaign in 1923.

Open meeting laws also were enacted this year in Oklahoma, New Mexico, Maine and Hawaii.

A companion law, stipulating that records of government must be open to citizens' inspection has been enacted during 1959 in Maine, Hawaii and Georgia.

Legislation proposed by Sigma Delta Chi lost out, however, in the legislatures of Arizona, Colorado, Montana, Nevada, Texas, West Virginia, and Wyoming.

Newton summarized the progress of the fraternity's fight for freedom of information.

He said that newsmen no longer are fighting alone against secrecy in government. Congress and the bar associations have become "staunch allies."

But he said that a forthcoming report by the freedom of information committee "will show that the curtain of secrecy over federal government is tighter than ever in spite of the Moss and Hennings committees and the efforts of interested newsmen."

In the campaign, Newton has written thousands of letters to government officials, members of Congress and others to set forth the Sigma Delta Chi stand.

Representative of these were letters written recently to President Eisenhower and to James Riddleberger, director of the International Cooperation Administration.

The letter to Riddleberger, written last month, protested the ICA head's refusal to turn over to the House subcommittee on government operations information on the American foreign aid program in Viet Nam and Laos.

It took exception to Riddleberger's action in invoking "the so-called doctrine of executive privilege" and the ICA official's statement that disclosure of the requested information would not be in the public interest.

"The so-called 'doctrine of executive privilege' has neither standing in the



Oklahoma Governor Howard Edmondson signs into law SDX sponsored freedom of information legislation while fraternity members Senator Bob Breeden and Representative Lou Allard look on. Rep. Allard is editor of *The Drumright Derrick*, and Sen. Breeden is editor of *The Cleveland American*. Rep. Allard and Sen. Breeden co-authored the bill at the request of the Oklahoma Professional chapter.

law nor a place in free American government," Newton wrote Riddleberger.

"At most, this doctrine . . . is nothing more than the bureaucrats' fanciful theory of doing as they please in the domain of the American people's business, with no restraint from either the Congress or the people. And to say the least, it is in direct conflict with the historical and original American 'doctrine of the people's privilege,'" Newton said.

Newton's letter to President Eisenhower took "respectful exception" to the President's statement at a July 29 news conference that no other administration in his memory had gone to so great lengths to make information available so long as national security and the national interest is not involved.

"The official reports of the Moss subcommittee on government information in the House of Representatives and the Hennings subcommittee on constitutional rights in the Senate, covering their investigative hearings of the last three years show clearly that there is more unnecessary secrecy in the federal government today than at any time in our history," Newton told the President.

Newton wrote Eisenhower that 75 billion dollars have been spent on foreign aid since the end of World War II "yet the American people have not been given an accounting of a single penny of these expenditures by the federal bureaucrats.

"This secrecy, of course, explains the great confusion in the public mind over the expenditure of our tax funds in for-

eign aid, and the same secrecy in other departments of our federal government also explains the great confusion over other leading issues of our day in the public mind," Newton said.

"Both the Congress, which votes the expenditure, and the American people, who pay the tax funds, are entitled to full information."

. . . Convention City

(Continued from page 23)

Then it's off to the speedway for a deluxe tour of the racing plant, track, garage area and museums. Plans include luncheon and a tour of Allison Division of General Motors Corporation's interesting "Powerama" and then it's back to the hotel to prepare for the grand finale.

Vice-President Richard M. Nixon will be the main speaker at the closing banquet.

Come by bus, train, plane, dog sled or race car but make sure you don't miss the star-spangled observance of Sigma Delta Chi's 50 years of service to the world. See you in Indianapolis!

Total attendance by delegates, members and wives is expected to reach 600. Host chapters are the Indiana Professional and the Butler and DePauw University undergraduate chapters.

Any one planning to attend the convention is urged to make his hotel reservation immediately by sending his request direct to the Claypool Hotel, Indianapolis. Room rate information appears on page 27 of this issue.

Congress Passes 315 Amendment; Clears Issue on 'Equal Time'

Broadcasters last month received relief from the federal control which the government had exercised over political broadcasting.

Congress passed and sent to the White House an amendment which was signed by President Eisenhower Sept. 14, freeing broadcasters from the need to give equal time to rival candidates on all kinds of news programs, including discussion and interview programs.

The amendment to Sec. 315, the political broadcasting section of the Communications Act, passed the House on Sept. 2 by a standing vote of 142-70. The next day it passed the Senate on a voice vote.

Sen. John O. Pastore, chairman of the Senate communications subcommittee emphasized that the joint conference-approved version of the Senate bill insisted on a rule-of-thumb formula to guide enforcement. He said that panel and similar news programs must have a regular, scheduled format, come under control of the broadcaster, and not advance the cause of any candidate.

Sen. Claire Engle said he intended to "watch closely" the administration of the act. He said he was concerned about local broadcast programs rather than national shows. He said "I would not want to see the broadcasting industry be in a position to give us the kind of business we get from the newspapers of the nation. Getting on the air is a privileged business and we ought to insist that the treatment of our airwaves be fair. That is the last refuge some of us have so far as 'electability' is concerned."

Sen. Engle claimed that panel programs can still be rigged.

However, Rep. Oren Harris, one of the conferees, maintained that the bill contains adequate safeguards against abuse by stations for the candidates. In support of this contention, he cited this language from the report: "The intention of the committee of conference is that in order to be considered bona fide a news interview must be a regularly scheduled program. It is intended that in order for a news interview to be considered bona fide, the content and format thereof, and the participants, must be determined by the licensee of a station and by the network . . . and the determination must have been made by the station or network . . . in the exercise of its bona fide news judgment and not for the political advantage of the candidate for public office."

He also cited the paragraph which imposed an obligation upon broadcasters to operate in the public interest and to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

SDX President Byron Urged Editors

To Back Remedial Broadcasting Legislation

Shortly before passage of corrective legislation to Sec. 315 of the Communications Act, James A. Byron, national president of Sigma Delta Chi, sent the following letter to editors and broadcasters across the nation urging them to support editorially the need for remedial legislation.

"Some weeks ago I sent you a copy of an important talk by Frank Stanton, President of the Columbia Broadcasting System, on the Daly decision of the Federal Communications Commission. Dr. Stanton demonstrated that this decision, abridging the right of radio and television to cover political candidates in regular newscasts, constituted a suspension of the traditional principles of a free press.

"The response of the press to this warning was unanimous and eloquent, arousing the attention of the public to the dangers inherent in the FCC decision.

"There have since been two major developments in the matter, which I believe I should report to you.

"You will recall that the FCC in the Daly decision ruled, for the first time, that Section 315 of the Communications Act—which requires equal time for all political candidates—applied to regular news programs. In the wake of nationwide protests at this decision and on the appeal of broadcasters, the Federal Communications Commission has been reconsidering this decision.

"However, this should be borne in mind: Whatever the outcome of this reconsideration the language of Section 315 can still be interpreted by future Commissions or, in another reversal, by the present Commission to apply to news broadcasts.

"It is urgently important that this whole matter of the intrusion of the power of regulatory bodies into journalism be specifically prohibited by revising Section 315. The freedom of no part of the press should be subject to the changing views of a regulatory government agency. I urge you to think twice before concluding that any reversal of itself by the Commission constitutes adequate relief of an intolerable situation or makes legislative action any the less desirable.

"A proper solution to the grave problem evoked for journalism in America by the Daly decision is contained in a bill introduced by Senator Hartke. This bill (S.1858) exempts from the equal time requirements regularly scheduled or bona fide newscasts and other news programs under the exclusive control of the broad-

Let's Back Up!

What Brought Action On FCC Decision?

Until early this year most people had not heard of Sec. 315 of the Communications Act and its political broadcasting requirements. However, on Feb. 18 the FCC issued a 4-3 decision which made "equal time" a phrase common in every American home.

The Commission made its ruling after mayoral candidate Lar Daly claimed he was entitled to equal time after his opponent, incumbent Mayor Richard J. Daley, appeared on regularly scheduled news programs in Chicago.

CBS President Frank Stanton immediately labeled the action as "perhaps the most severely crippling decision handed down with regard to broadcast journalism." Shortly after that President Eisenhower called the FCC decision "ridiculous" and asked the Justice Department to make an inquiry into the situation. The first corrective bills were introduced in the Senate in early April. More than 50 broadcasters either testified in person or submitted statements during hearings on corrective legislation.

The Senate Committee on Interstate and Foreign Commerce will conduct hearings on the bill. Among others, leading newspapermen will appear in support of the bill.

"It is of paramount importance that the nation's press continue to support editorially—with all the forcefulness of the editorials prompted by the Daly decision—the need for remedial legislation. I hope that you will follow closely the testimony given at these proceedings. If the Daly decision is reversed in the meantime, prompt passage of the Hartke Bill will be all the more important as a step towards placing all journalism beyond the arbitrary powers of regulatory bodies.

Section 315 Amendment Text

Here is the text of the amendment to Sec. 315 passed recently by Congress and signed by President Eisenhower.

That Sec. 315 (a) of the Communications Act of 1934 is amended by inserting at the end thereof the following sentences: Appearance by a legally qualified candidate on any—

- (1) bona fide newscast,
- (2) bona fide news interview,
- (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
- (4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussions of conflicting views on issues of public importance.

Sec. 2 (a) The Congress declares its intention to reexamine from time to time the amendment of Section 315 (a) of the Communications Act of 1934 made by the first section of this act, to ascertain whether such amendment has proved to be effective and practicable.

(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest.

Former SDX Honorary President James Wright Brown Dead

James Wright Brown, 85, former Sigma Delta Chi honorary president and national honorary member, died on Memorial Day in the Harkness Pavillion of Columbia-Presbyterian Medical Center, New York City.

Brown, who had been chairman of the board of The Editor & Publisher Company since retiring from the presidency in 1955, entered the hospital in April. Although hospitalized for treatment of a malignant condition, he carried on numerous business affairs and continued to see many friends.

From his hospital room he made phone calls and wrote letters to publishers around the country to raise a fund that will insure continued publicity efforts in behalf of his most cherished project, the John Peter Zenger Memorial Hall at the old Sub-Treasury Building in Wall Street. Largely through his efforts the Zenger Memorial was established as a national shrine.

Brown was named honorary president of Sigma Delta Chi in 1924. His son, Robert U. Brown, was national president of SDX in 1953.

Brown was born in Detroit in 1873. As a youth of 14, he arose at three o'clock each morning to deliver copies of the Detroit News. He thus began more than 70 years of love and service to newspapers. He worked as a reporter for 18 months on the Detroit Tribune and in 1895 he joined the Chicago Journal. A prized possession was the Bible he received from that paper in 1902.

After his reportorial stint, Brown turned his interest to the business side of newspaper operation and worked successively in circulation for the Chicago American and Chicago Tribune.

From 1903 to 1911, he served as business manager and general manager of the Louisville Herald.

Brown came to New York in 1911 to become general manager of the Fourth Estate, a professional journal serving newspapers.

In April 1912, he bought controlling stock in Editor & Publisher, then an eight-page journal with 1,000 circulation.

Battling every force he deemed detrimental to the best interests and freedom of newspapers, Brown built his publication's prestige, readership and clientele. Through the years, he acquired and merged into Editor & Publisher three other publications—Newspaperdom, Fourth Estate, and Advertising.

The Journalist had been merged with E & P in 1907.

With integrity and courage, he built an international reputation for outstanding service of newspapers and for outspoken defense of the highest principles of journalism.

SDX News mourns the passing of a courageous leader in the fight for truth, James Wright Brown.

REGISTRATION

Send room reservations direct to Claypool Hotel, Indianapolis. Single \$7 to \$9; Double bed for 2—\$10.50 to \$11; Twin bed \$12 to \$20. Extra bed, per person \$3. Advise time of arrival.

(Room rate information listed below pertains (ONLY) to the Undergraduates attending the Sigma Delta Chi Convention:

1—Double bed for (2) persons \$8.00

1—Double bed and 1-Pullman bed for (3) persons 9.75

4—or more persons in (1) room—per person .. 4.00)

Send Convention registration to SDX, 35 E. Wacker Drive, Chicago 1, Ill.

The fee is \$25. This covers everything on the program including meals. Wives may register for \$20. Professional chapter delegates pay \$5 extra.

If, after mailing your check, you find you cannot attend you may get a refund if cancelled prior to 5 p.m. November 10. Make checks payable to Sigma Delta Chi.

Your check will be acknowledged, but tickets and badge will be held for you at the registration desk. No individual tickets will be available, except for Saturday night banquet.

Stanton Thanks CBS Network

Frank Stanton, CBS president, thanked all of his network affiliates following Congressional approval of the equal time bill. He sent them the following telegram:

"It is our view that the bill represents a significant step forward in permitting radio and television to operate in the public interest and more fully to use their special tools in informing the public in the democratic processes. We are determined to exercise these important new freedoms solely for the purpose of fuller and more comprehensive broadcasting in the public interest.

"I am grateful for your help, without which these important rights and responsibilities, which are now ours, could not have been won."

BOOKS BY BROTHERS

The Sigma Delta Chi NEWS is anxious to print notices on recent books written by members on non-journalistic subjects. Books about journalism and allied fields are reviewed in THE QUILL.

• • •

THE TRIAL OF MARY TODD LINCOLN and **JOHNNY SHILOH**, by **Dean Jauchius** and **James A. Rhodes**, published by The Bobbs-Merrill Company, Inc., New York.

Jauchius, along with Rhodes, Ohio auditor of state, has authored *The Trial of Mary Todd Lincoln*, a dramatization of a little-known incident in the life of Abraham Lincoln's widow, and Johnny Shiloh, a Civil War novel.

HOW TO DISCOVER YOUR BETTER SELF, by **David Boyd**, published by Vantage, for \$3.50.

Do you succumb to high-voltage words—every word a shock? If a headline screams, "Blizzard Hits City!" do you hide indoors, or do you look out and see actuality—the still whiteness of a beautiful snowstorm? Scare words distort facts, and scare concepts distort people. David Boyd makes clear in this book on how to become the personality you want to be.

"We need," says the author, "to debunk verbal hostilities and fears."

What are some of them? "Some people never get over the habit of being 'mad' at themselves and at the world." The negative emotions, like fear, hostility, and despair, restrict the exercise of free will and impair objective judgment. "They leave a 'hangover' of guilt feelings and place us on bad terms with others. Our hatreds distort the picture of reality before our eyes."

What are other personality blocks? Apathy: "I haven't got a chance." Lack of self-confidence: "I'll only blunder if I try." Despair: "Oh, what's the use?" . . . and there are many more.

But there are definite things we can do here and now to become the kind of personalities we would like to become. We can think along new lines, develop new interests, study new subjects, look at familiar objects from a new viewpoint, and become adventurers in the realm of ideas.

Step by step Mr. Boyd shows us how we commit errors that make us lose confidence in ourselves, and step by step he shows how we may find new enthusiasm for the present and its potentialities.

JAYHAWK EDITOR, by **A. Q. Miller, Sr.**, published by Sterling Press.

Ever hear of the Belleville Telescope?

If you live in Kansas, you very likely have. Otherwise you may suppose it is just another Bingville Bugle. But the Belleville Telescope, published in a town of about 2,500 population in northern Kansas, carries on the top of its editorial page a little box which records that it received first prize for the "best Kansas weekly" in 1937, a general excellence award in the Country Home national contest in 1936 and honorable mention in the National Editorial Association general contest in 1934, among other recognitions.

To this now is added a citation by the Kansas State Chapter of Sigma Delta Chi "for presenting news to a rural community in the most interesting and effective manner in 1938."

Very possibly other rural community newspapers can show as distinguished a list of awards as the Belleville paper, but at any rate it serves as an example of the excellent estate to which the well-edited newspaper in many a county seat town of agricultural America has attained.

This is the biography of a man who has raised the standards of rural journalism—an educational influence and a bond of communication by which the nation gains.

THE VALIANT STRAIN, by **Kenneth E. Shiffet**, published by Dell Publishing Co. Inc., New York, for 35 cents.

This is a story of the rugged Oregon territory of 1855 . . . a story of a lone Dragoon company fighting for a future it might never see, and of a lieutenant who had nothing in common with his men, except the valiant strain that brought them to their final glory.

The first time his men saw Lt. Edward Shirley Graham, it was a toss up which they resented more . . . the full-figured wife by his side or the spotless white gloves that blurred in salute.

Through all the endless drills that followed, they called him "Gloves Graham," and that was all they knew about him, or thought there was to know.

Not until the rampaging Yakimas had swept down from the Cascades did they learn about the trooper who had attacked the lieutenant's wife. They didn't know because the lieutenant didn't mention it, and the trooper's jaw was in poor working condition. Not until then did they know that Lt. Graham had asked for his suicide duty to avenge the death of their captain, who happened to be the lieutenant's brother.

And they never knew how "Gloves Graham" ended his brief military career. They would have agreed, though, with Chief Kamiakin, who looked down on the young Dragoon lieutenant and said: "Chief of Ten Lances, it is good that your stock dies with you. It is a valiant strain."

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

• • •

Clancy Lake, city editor, Birmingham News, Birmingham, Alabama; **Zane S. Miles**, police reporter, Nevada State Journal, Reno, Nevada; **Howard L. Chernoff**, vice president, Sioux Falls Daily Argus-Leader, Sioux Falls, South Dakota; **John T. Doyle**, general manager, The Massena Observer, Massena, New York; **Pat Conway**, staff correspondent, United Press-International bureau, Austin, Texas.

Garth Jones, news editor, Associated Press, Austin, Texas; **Don Alban**, columnist, Dispatch, Columbus, Ohio; **Hugh DeMoss**, news director, Television Station WLW-C, Columbus, Ohio; **William Drennon**, news editor, Television Station WBNS-TV, Columbus, Ohio; **John F. Dyer**, publisher and editor, South Charleston Sentinel, South Charleston, Ohio.

John E. Hazlett, editorial artist, Columbus Dispatch, Columbus, Ohio; **John Piet**, assistant news director, WMNI, Columbus, Ohio; **Erman D. Southwick**, associate editor, Marietta Daily Times, Marietta, Ohio; **Paul Leonard O'Boynick**, sports reporter, The Kansas City Star, Kansas City, Missouri; **Humphrey Owen**, editorial writer, Los Angeles Times, Los Angeles, California.

J. Edwin Hadley, copy editor, Courier-Journal, Louisville, Kentucky; **Paul R. Jordan**, correspondent, Associated Press, Frankfort, Kentucky; **Gerald Alfred Austin**, reporter, The Albuquerque Tribune, Albuquerque, New Mexico; **Jeter Woodrow Bryan**, managing editor, The Carlsbad Current-Argus, Carlsbad, New Mexico.

Jerry Boris Dorbin, sports editor, Carlsbad Current-Argus, Carlsbad, New Mexico; **Jarrell Lee Jennings**, editor and general manager, Examiner-Enterprise, Bartlesville, Oklahoma; **Ralph de Toledano**, correspondent, Newsweek, Washington, D. C.; **George Kennedy**, columnist, Washington Evening Star, Washington, D. C.; **Robert K. McCormick**, network news commentator, National Broadcasting Company, Washington, D. C.

Seymour P. Nagan, managing editor, Report on the Business Outlook, Bureau of National Affairs, Washington, D. C.; **Robert J. Serling**, radio manager, United Press International, Washington, D. C.; **Donald H. Shannon**, correspondent, Los Angeles Times, Washington, D. C.; **J. L. Williams**, chief of Washington, D. C. bureau, Kansas City Star, Washington, D. C.; **Sidney Yudain**, editor and publisher, The Roll Call, Washington, D. C.

Chapter Activities

UNIVERSITY OF OREGON—Scholarships and cash awards totalling more than \$4,200 were announced for journalism students at the University of Oregon. The 13 scholarships and six cash awards were the highest number ever given in one year by the journalism school, according to Dean Charles T. Duncan. The awards were presented at the annual School of Journalism "Family Dinner."

Among the awards were two \$500 scholarships given by the Crown Zellerbach Foundation. Two \$500 scholarships were also presented by the Eugene Register-Guard. The Register-Guard awards were given in honor of former dean of the School of Journalism, Eric W. Allen.

The School of Journalism presented five freshman scholarships of \$200 each. Another freshman scholarship was presented from the Florence Sweet Memorial scholarship fund. The employees of the Salem Capital Journal and the Oregon Statesman presented two freshman scholarships of \$250 each.

Other scholarships and awards presented included the Bernard Mainwaring memorial scholarship of \$250; the T. Neil Taylor awards given for the three best senior thesis' written by journalism majors, and the Harpham prizes given for outstanding writings dealing with international subjects and world peace.

Also presented at the "Family Dinner" was the Emma McKinney award given to the highest-ranking woman journalism student in the senior class; the Willard Thompson award in advertising, and the Gurney Memorial award, presented to the outstanding junior, male journalism student.



SYRACUSE UNIVERSITY—Leonard Lyons, second from left, received his Sigma Delta Chi membership pin from N. David Palmeter, president of the Syracuse University chapter. Pictured with them are Dean Wesley Clark, Dean of the Syracuse University School of Journalism, and Lyon's son, George, an SDX member and student at Syracuse.

NEW YORK—Visiting the Deadline Club, New York City professional chapter, Victor E. Bluedorn, national executive secretary, saw a large initiation class from all fields of journalism inducted at Toots Shor's restaurant, New York City.

The new initiates are: Otho De Vilbiss, Elks Magazine; Samuel G. Blackman, general news editor of the Associated Press; A. Holmes Fetherolf, reporter, The Wall Street Journal; Lawrence Lowenstein, director of special services, CBS-TV Press Information; Ernest V. Heyn, editor-in-chief, Family Weekly and Suburbia Today; Irving J. Gitlin, director of public affairs, CBS; George B. Case, special services manager of NEA Service; and Richard F. Dempehoff, eastern editor of Popular Mechanics.

Wilson Hall, news department NBC, and Woodrow Wir-

sig, editor of Printer's Ink, who could not attend, were initiated later by the chapter's initiation team at the institution of the new undergraduate chapter at New York University. The team was composed of Oliver Gramling, assistant general manager, Associated Press; John A. Brogan, vice president, King Features Syndicate; William C. Payette, assistant general news manager, United Press International; Samuel C. Lesch, national news editor, The Wall Street Journal; Richard F. Crandell of the Herald Tribune, and Howard W. Allen, vice president of public relations, Johns Manville Corporation.

TRI-STATE PROFESSIONAL—Along with rights that go with freedom of the press, American newspapers have responsibilities to give accurate, complete and fair coverage of events.

Otherwise, a Syracuse University journalism professor warns, the press is inviting the government to set up a commission to pass judgment such as exists in Britain "or something worse."

Robert W. Root told the Tri-State professional chapter of Sigma Delta Chi that most readership studies show newspapers are doing a "pretty good job."

But it is the 10 per cent of the papers which consider news coverage inadequate that are the cause for concern and reexamination of policies, he said.

A former newspaperman, Root called for papers to give space to "good solid government news and interpretation."

"The leaders of public opinion," he declared, "will not be impressed if we wail against bureaucracy, but then cynically cite the circulation demand for cartoons, sports and recipes."

The Rev. Joseph A. Lauritis told of the struggles involved in establishing the Journalism Department at Duquesne University over the past 10 years. He urged undergraduates to pitch in and make the "Duquesne Duke," a student weekly, a daily newspaper.

PENN STATE—Sigma Delta Chi's Penn State undergraduate chapter recently completed a field trip to Washington that included such high points as a Presidential news conference, lunch with King Hussein of Jordan, and trips to the offices of the two wire services.

Thirteen members of the undergraduate chapter, accompanied by the chapter advisor, John D. Vairo, and H. Eugene Goodwin, director of the Penn State school of journalism, made the trip to Washington.

The group was admitted to the Press Conference held by President Eisenhower. From its vantage point in the balcony of the Indian Treaty Room, the group was able to observe White House correspondents in action during the conference.

Another highlight of the trip was attendance at a luncheon in honor of Jordan's King Hussein at the National Press Club. The group had guest privileges at the press club for the entire time it was visiting the Capital.

The Penn State students were the first group to be taken on a tour of the newly completed Evening Star building. The tour was conducted by Assistant City Editor Charles Puffenbarger.

Also seen by the group were the Associated Press and United Press International headquarters. Bureau Chief Lyle Wilson, of UPI told of the news operations carried on by his organization, while Columnist Ray Henry of AP explained how the Associated Press covered the Capital.

The group was able to sit in on a session of the Senate Rackets Committee hearing. While on Capitol Hill, the students were taken through the Senate press gallery facilities.

The group was also taken on an extensive tour of the Columbia Broadcasting System's facilities at television station WTOP.

The four-day trip to the Capital was the second major field trip undertaken by the Penn State undergraduate chapter. Earlier this year, the group toured the State Capitol in Harrisburg. During this trip, arranged by G. Richard Dew, of the Pennsylvania Newspaper Publishers' Association, the students held their own press conference with Governor David L. Lawrence.

Personals

About Members

Wallace Abel has been appointed assistant editor of *General Motors World* in New York City. For the past year he has been public relations representative for General Motors' AC Spark Plug Division in Milwaukee. Abel has been an assistant professor of journalism at Pennsylvania State University.

Dr. Gail E. Myers, director of publications at Colorado School of Mines, has been named assistant to the president at Monticello College in Alton, Ill. In his new position, Dr. Myers will be responsible for the development program, college publications, and general administrative affairs.

John Cowles, publisher of the *Minneapolis Star and Tribune*, spoke at the University of Rochester's 109th annual commencement exercises. He was presented with the honorary degree, Doctor of Laws.

Russell L. McGrath, managing editor of the *Seattle Times*, was recently named to the Advisory Board of the American Press Institute at Columbia University. Two other SDX members were also re-appointed to the board for three-year terms. They are **Turner Catledge**, managing editor of the *New York Times*, and **Joseph Pulitzer, Jr.**, president and publisher of the *St. Louis Post-Dispatch*.

The board re-elected **Paul Miller**, president of the Gannett Newspapers, to a one year term as chairman. **Ben Reese**, former managing editor of the *St. Louis Post-Dispatch*, was re-elected co-chairman. Other board members are: **Barry Bingham**, president of the *Courier-Journal* and the *Louisville Times*; **Edward Lindsay**, editor of the *Lindsay-Schaub* newspapers; **B. M. McKelway**, editor of *The Evening Star-The Sunday Star*, Washington, D. C.; and **Louis Seltzer**, editor of the *Cleveland Press*.

The American Press Institute is a working newspaper center which holds a series of seminars each year for executives and staff members of all newspaper departments. In its 13 years of operation it has held 94 seminars for 2,311 newspaper men and women from 571 newspapers in the 50 states, the District of Columbia, and seven Canadian provinces.

Columbia University also announced appointments to the advisory committee on the Maria Moors Cabot Prizes in inter-American journalism. Named to the committee were **Robert U. Brown**, editor of *Editor & Publisher*, and **John T. O'Rourke**, editor of the *Washington Daily News* and a former president of the Inter-American Press Association.

The Cabot prizes, awarded annually by the trustees from the recommendations of the dean of journalism, were endowed in 1938 by Dr. Godfrey Lowell Cabot of Boston as a memorial to his wife. They are designed to recognize outstanding contributions by journalists to inter-American understanding. Since 1939, the prizes have been awarded to

84 journalists from 20 American countries. Each recipient receives an 18-karat gold medal, an honorarium of \$1,000 and travel expenses.

Harry W. Ernst, education editor and general assignment reporter for the *Charleston, West Va., Gazette*, **Ron M. Linton** of the *Louisville, Ky., Courier-Journal*, and **Daniel D. McCrary**, of the Philadelphia bureau, *Wall Street Journal*, have been named to participate in the 1959-60 Congressional Fellowship Program sponsored by The American Political Science Association.

Altogether 15 men will participate in this year's program. It enables promising young journalists and political scientists to learn about Congress first hand. Each Fellow receives a \$4,500 stipend for his nine months in Washington.

The Mississippi State Bar Association's first award to a newspaperman for outstanding coverage of courts and legal affairs was made to **Kenneth Toler**, chief of the Jackson bureau of the *Commercial Appeal*. A plaque was presented to Toler by the president of the association. Toler has been in Jackson since 1927, first with the Associated Press, and since 1932, with the *Commercial Appeal*.

Elvin G. Henson, formerly managing editor of the *Augusta, Ga., Herald*, has joined the Jacksonville, Fla., *Journal* as news editor.

Ronald D. Johnson has joined the public relations department of the Minnesota AAA as associate editor of the *Minnesota Motorist*.

Earl C. Richardson, extension editor at Michigan State University, has been named information officer for the United States Department of Agriculture at the International Fair of Dairy Cattle in Cremona, Italy. He will work with a team of U. S. agriculture authorities with an exhibit sponsored by the U. S. Department of Agriculture and the American feed industry. The exhibit is designed to expand foreign markets for U. S. feeds. Cremona is in the rich agricultural Po River Valley, near Milan, in northern Italy.

John E. Allen of Lynchburg, Va., has been appointed director of public information at Lake Forest College, Lake Forest, Ill. A graduate of the University of Maryland, Allen has been the director of the News Bureau at Randolph-Macon Woman's College for the past year.

Phil Hardberger, Texas Baptist public relations representative for the past two years, resigned his position September 1, to attend the Columbia School of Journalism to obtain his master's degree.

H. Donald Winkler, director of news and publications at North Dakota State College, has been appointed director of the news bureau at Randolph-Macon Woman's College. He is a former editor of *Concern*, national Methodist news magazine.

Donald L. Moore is now holding part-time public relations positions with two organizations. He is executive director of the new Margaret Mitchell Safety Council, Inc., and manager of the Southern Insurance Information Service.

Hugh L. Brookes, charter president of

Duquesne chapter, has been named to a WBUR assistantship at Boston University. While acting as a graduate supervisor of the educational radio station he will be studying for a master's degree.

Harvey Wittenberg, formerly with the sports staff of the City News Bureau of Chicago, is now assistant news editor of station WLS, Chicago.

Charles Katzman, head of the news communication division of the UCLA Graduate Department of Journalism, has been elected a member of the American Society of Journalism School Administrators.

John F. Schrodt, Jr., assistant professor of journalism at Franklin College for the last four years, has been named editor of the *Indiana University Alumni Magazine*. Schrodt is a former staff member of the *Princeton Clarion News* and *Democrat*.

Four SDX members recently completed the first year of the Summer Fellowship Program of the Foundation for Public Relations Research and Education. The companies and professors participating in the program were: Aluminum Company of America, **Joseph M. Mader** of Duquesne University; Association of American Railroads, **Donald W. Krimel** of the University of Maryland; Carl Byoir & Associates, **Robert Lindsay** of the University of Minnesota; and U. S. Steel Corporation, **Ernest F. Andrews** of the State University of Iowa.

The *Minneapolis Star and Tribune* recently announced promotions of five SDX members. **John Cowles, Jr.**, vice president and assistant business manager, was named associate editor of the newspapers. **Harold E. Hughes**, assistant retail advertising manager, moved up to the position of retail advertising manager.

Newsroom changes include **Harold Chucker** being named business editor of the *Minneapolis Star* and **Tolman Holten** being selected copy chief on the *Minneapolis Tribune*. Chucker recently returned from a year's leave of absence, studying economics on a fellowship grant from the Fund for Adult Education. Prior to his leave, Chucker was *Minneapolis Star* copy chief.

Sidney Goldish, research director and former editor of the *Minnesota Poll*, will continue to direct the Poll's operation. He has been relieved of the editor's position to devote his time to administrative functions.

Bill Ray Buys Station KASI

Bill Ray, formerly NBC's Chicago director of news and special events and SDX Council member, has taken over ownership of station KASI in Ames, Iowa. His first top coverage plans include the visit of Russia's Nikita Khrushchev and Iowa State University's football games.

Like Today's Super-Highways...

**there's more to
Cities Service than
meets the eye!**

The New Jersey Turnpike is one of the world's greatest highways. To build it required 23 months of labor by 10,000 workers... a mountain of materials, including tons of Cities Service asphalt... and the expenditure of \$255,000,000.

A casual trip along the turnpike does not reveal these facts any more than its 14 service stations—all operated by Cities Service—reveal the full scope of Cities Service enterprise.

Serving the petroleum needs of America today is a big job. So that it can do its share of this job, efficiently and economically, Cities Service has invested more than a billion dollars in modern facilities.

And what of the years ahead? Building for the future... preparing for greater tomorrows... Cities Service is expanding constantly. In the past two years it has spent over \$350 million on this progressive program.

Only in this way can America be assured of what she needs for progress... more jobs, more and better petroleum products.



It required 80,000 man hours a day for nearly two years to complete the New Jersey Turnpike. This year, this showcase of modern engineering will accommodate 41 million motorists.



OUR FIRST CENTURY
BORN IN FREEDOM
WORKING FOR PROGRESS

Did you know?

. . . that Fidel Castro forgets easily, is now chastising the U.S. press?
(see Page 59—E & P—August 22)

. . . that five major newspapers have just formed a new national sales organization—Million Market Newspapers Inc.?
(see Page 13—E & P—August 22)

. . . that the Red Bank Register has just made a successful jump from a weekly to a daily?
(see Page 9—E & P—August 22)

. . . that the Washington Star has been testing a new system to build "paying" circulation?
(see Page 46—E & P—August 15)

. . . that there are 10 vital rules for you to follow to be a healthy newsman?
(see Page 13—E & P—August 8)

. . . that some of these items are dated because of when this message was written, but that right this week in EDITOR & PUBLISHER there are so many newsworthy items you'd like to know about. Don't miss them. Mail your subscription order today (only \$6.50 a year and we'll bill you later) to . . .

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